

ADVANCE COPY.

(Rough Proof Only.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXI.

NEW YORK, OCTOBER 16, 1907.

No. 3.

Ordinary advertising is all very well, but getting the dealers comes first.

We have definite digested plans for doing this one thing—either the best dealer in each town, as your agent, or attracting dealers generally—which succeed because they hit the dealer right in his pocket-book.

You may be doubtful about the expediency of advertising, but a good selling plan carries its own endorsement.

We want to talk to you.

CONVERSE D. MARSH,
Chairman Executive Committee,
THE BATES ADVERTISING COMPANY,
15 Spruce St., New York.

The Explanation is—new methods.

OCT. 1 1906 **12 MONTHS RECORD** OCT. 1 1907

SHOWING THE REMARKABLE
PROGRESS MADE BY

The Pacific Monthly

THE MAGAZINE OF THE WEST

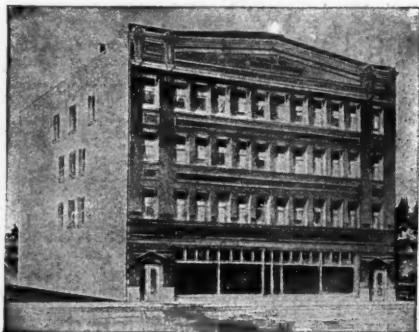
Net Gain in Monthly Circulation, 45,000 Copies 70 per cent

Net Gain in Advertising, 66 Pages 98 per cent

Net Gain in Cash Value of Advertising . . . 400 per cent

Erection of this Handsome Building and Installing of Plant

Largest
Most
Modern
and Most
Complete



Magazine
Publishing
Plant
West of
St. Louis

NEW HOME OF THE PACIFIC MONTHLY

? WHAT DOES SUCH PROGRESS INDICATE ?

JUST THIS

The Pacific Monthly Leads

AND IS

The Popular Magazine of the Great West

For Advertising Rates and General Information, address

THE PACIFIC MONTHLY PUBLISHING CO.
PORTLAND, OREGON

N. Y. OFFICE
1308 St. James Bldg.
A. M. Thornton, Manager

Department of California
F. O. Popenoe, Manager
Los Angeles

SEATTLE OFFICE
Globe Building
W. F. Coleman, Manager

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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DOES ADVERTISING INFORM?

THIS WRITER THINKS NOT—SO-
PHISTRY IS THE RULE, NOT INFORMATION—COPY DOESN'T GO DEEP ENOUGH INTO FACTS ABOUT GOODS—SAMPLES OF INFORMATION—SUPERFICIALITY DUE TO THE NEWNESS OF ADVERTISING, AND PERHAPS TO THE AGENT'S COMMISSION, TOO.

The purpose of advertising is to give information.

So says the advertising agent. So say the copy writer, the expert, the specialist, the publisher. Even the advertiser himself says so. What is more, most of them really believe that their advertising is giving information about the goods.

But look at the advertisements themselves.

Do they give information?

Seldom.

The purpose of *ideal* advertising may be to give information. The advertising of the future will inform—perhaps. But to-day the best that is encountered in advertising copy as you see it every day in the newspaper, and every month in the magazine, is a passable imitation of information. Nothing more. Advertisers give what they believe people will regard as information, and there they stop. They confine themselves to special pleading that will give the reader just enough of an insight into the goods to make him believe that it is dangerous to buy any other brand. But they hardly ever go into broad principles. They work a good deal like Old Doctor Yarbs, who draws upon pathological fact sufficient to persuade

readers that a tired back is a symptom of Bright's disease, and only the old Doctor's Compound Extract of Sarsaparilla will cure it.

Remember the days when the bicycle was in vogue?

Everybody had one. The wheel was fashionable. Manufacturers advertised it lavishly, and predicted that the vogue would always endure.

Where is the bicycle to-day? A good wheel can be purchased for one-fourth what was paid for a safety in the height of the craze. But nobody wants one as a gift—unless he's a farm boy that really has to have one to get into town with when the horses are all working, or a mechanic who can't get a seat in the street cars nights and mornings.

What do you suppose real information about the bicycle would do for it in the way of rehabilitation? Suppose Colonel Pope, instead of advertising trademarks and special claims, were to devote magazine and newspaper space to downright general information about the bicycle itself. Would it create a new vogue for the wheel?

The other morning a physician wrote a curious letter to the *New York Sun*, pointing out the causes of the downfall of the bicycle. You might spend weeks in the old magazine files, reading dead-and-gone bicycle ads, and find no information as pertinent or interesting or convincing as this doctor's letter.

Read it:

When Dame Fashion nodded her approval all the world rode a wheel. When later the self-same arbitrary lady frowned upon this newly found means of exercise out of doors, her devoted slaves forthwith dropped their

steel steeds like so many hot cakes and consigned them to the dark cellar.

Another reason why the bicycle fell from popularity was on account of its abuse. The sport was wrongly begun, soon overdone, and the reaction inevitably followed.

In the first place, the method of instruction as carried out in nearly all the riding schools was radically wrong.

Pupils were taught in a few hours or a few lessons how to mount, balance, gain confidence and then roll around in a circle from right to left, rarely reversing the action, until they could do this unassisted. Then they were pronounced adepts, graduated and sent out on the road.

Not an examination was made as to the physical fitness of the pupil, not a lesson was given in the various mounts and dismounts, correct position of the handle bars, proper height and shape of the saddle, and the suitable gear, the art of back pedalling, the use of the brake, the rules of the road—in short, on the complete control and management of the wheel.

Reckless riding, brakeless wheels and indifference to the rules of the road have been largely responsible for the present apathy and dislike of the bicycle on the public highways by the lovers of the horse.

Another abuse of the wheel was over-taxation of individual power or muscular strength. The perfect, up-to-date safety provides us with an ideal means of carrying the dead weight of the body with the least expenditure of muscular effort. Because one, however, can cover a number of miles, say twenty-five, after a little practice without apparent fatigue, that is no reason why one should do so. Do not exact from a wheel more than you expect from a horse.

So many who took up cycling overdid the thing. They would ride beyond the limits of their physical endurance, never counting on their return trip. Injury rather than benefit to health followed in consequence, and later indifference and disgust for the pastime.

Indulged in moderation there is no form of exercise so pleasant and so healthful to both mind and body as a mount on a good wheel.

If the following suggestions were faithfully observed, the writer believes the interest in cycling would again be revived and would come to stay.

First. Do not ride a wheel before getting a medical opinion as to your physical condition and fitness.

Second. Learn to ride properly and thoroughly to control your wheel before taking to the road.

Third. See that your wheel is equipped with some form of reliable brake. Abandon high gears.

Fourth. Learn to use and not abuse this wonderful invention and graceful means of locomotion.

Fifth. Never exceed your strength. Ride for health and recreation, never for records.

Sixth. Be considerate and thoughtful of women and children, man and beast and fellow wheelers when out on the road. Strictly follow the rules

of the road and compel others to do the same.

Doesn't that somehow suggest lines of advertising development?

Now, take shoes. Listen to all the manufacturers, with their abstract claims of superiority in wear, fit, economy, appearance.

Think of all the advertising of shoes that is printed every year, and then sit down and try to figure out what you really know about footwear. That phrase "welt shoe" is strangely familiar. But who, outside of Boston, knows what a welt shoe is? Why, not even the average shoe clerk! "Welt" in a shoe is synonymous with comfort. Says the *Dry Goods Reporter*:

The welt shoe was invented with the idea of making as fine a shoe as could be made. No idea of cheapness entered into the calculations of the man who invented the welt system of putting a shoe together, for simpler and cheap ways of doing the thing are too apparent.

The fundamental idea of the welt shoe is to have the outsole attached to the shoe by means of sewing it to a welt which projects around the edge of the shoe where upper and sole join. This was done to do away with all roughness inside the shoe. The insole was channeled on the side away from the foot, and on the lip of the channel was sewed the upper and the welt, the insole at the time of this operation, of course, being inside the shoe.

Naturally, the junction of the welt, the lip of the channel in the insole, and the upper, made a ridge which extended around the shoe. Inside this ridge is a flat surface a fraction of an inch lower than the ridge around the edge of the shoe. This is taken advantage of by filling it with cork tar paper, or any other substance desired, to prevent the shoe from squeaking and to keep out moisture.

Manifestly this is a better way to make a shoe than to simply tuck the upper between the two soles, the outer and inner, and sew or nail or peg them together. Better also than to use a sole so thin and flexible that the shoe is sewed to the sole when both are wrongside out, and then turned into shape. This is the plan of the *turn shoe*.

Long experience has proved that this welt plan of building a shoe is better in practice as well as theory. Even the past five years has seen a large increase in the use of welt shoes, for in that time they have been made cheaper than ever before, and people who did not know the comfort of a welt shoe were thus initiated, and will always want welt shoes hereafter. The man or woman who has worn one good pair of welt shoes will not want to go back to any other kind—at least, not if he understands that the advan-

(Continued on page 6.)



When an advertising agent recommends THE LADIES' HOME JOURNAL he does so very often at some personal sacrifice. He is aware that we do not give any rebates, nor allow split commissions, or any of the gratuities to which weaker publications resort.

That the great body of advertising agents have THE LADIES' HOME JOURNAL so prominent on their lists is due to the fact that THE LADIES' HOME JOURNAL pays advertisers, and to nothing else.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

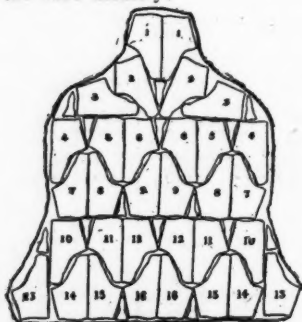
tages obtained were due to the welt construction.

If he understands!

The manufacturers certainly want to sell welt shoes in preference to other kinds, for welt footwear sells at not less than three dollars to three-fifty a pair. It is worth the price. But has the trade, despite its expensive advertising, ever given any popular information on the subject of shoe construction, showing where the quality lies? Yet all this information is new and interesting, and may easily be imparted in a way that will emphasize special makes.

The shoe manufacturers all like to talk about quality. But they talk in abstract terms, and make unsupported assertions. There are excellent reasons why many manufacturers stick to the abstract. But some of the concerns that make honest shoes might easily demonstrate where real quality lies, and why their shoes cost more than others that look as good.

Just glance at this diagram from the *Superintendent and Foreman*, a little Boston journal devoted to shop technicalities of the shoe industry:



This was one of a number submitted by foremen of cutting rooms, in the effort to show ways in which the largest number of shoe tops could be got from a single hide. The man who drew it figured sixteen. But in the following issue of this journal along came an unkind critic who demonstrated that three of these tops—Nos. 4, 10

and 13—being placed close to the edges of the skin, would be all flank leather of poor quality, making a shoe that could not stand comparison with those cut from the center of the skin when it comes to wear.

Do you know why certain articles of clothing, both for men and women, are dominated in the best grades by foreign manufacturers? Largely because the public lacks information about them.

Why does Germany sell us millions of pairs of men's hose every year? Why do American manufacturers struggle for the trade in cheap grades, while the importers control the sale of everything above twenty-five cents a pair?

Largely through popular prejudice that might, in part at least, be fought with a little technical information.

The cheap labor of Germany, it is said, makes possible half-hose without seams. The seams in heel and toe of domestic hosiery are almost imperceptible in actual wear, though prominent to the sight. Many American manufacturers have succeeded in producing seam hose that, in materials and real value, are cheaper than the imported seamless. But the public, imperfectly informed, continues to demand imported goods.

Every trade and industry has its little difficulty, its popular prejudice, its misunderstanding, its wrong notions of values. Hardly any of the vast aggregate spent for advertising, however, is directed to spreading information—sound information that will be believed on its face. Instead, we have half-information and downright sophistry.

Is this due to dishonesty on the advertiser's part?

No—rather to lack of skill in presenting his proposition. Perhaps the agent's commission hinders—the agent has to live on that, and does the best he can, while the advertiser looks to ten or fifteen per cent to pay for copy, and won't dig into the facts himself or hire a specialist. Maybe this superficiality in the tell-

ing. of the average advertising story is due to the universal, dodgasted newness of advertising as, it is practiced by the average business house. Some concerns regard it as a necessary evil, and some as a nostrum that may-be-doing-good-though-we-can't-find-out-how, and some as a joke compared to the other departments of the business.

The Reason Why fellows had hold of a vital corner of the problem.

Their entertaining theory was certainly cut out of the middle of the back of the hide—not off the flank or neck. But they made a special-purpose propaganda of it, and were so loud in their assertions that all other advertising was wrong, that every agent, publisher and advertiser who had anything to do with any other species of advertising whatever was forced to rise with dignity and assurance and swat Reason Why in self-defense. We may slowly drift into it again. Maybe we're there now. Even if we're not, advertising as conducted to-day is not wholly wasteful. Thousands of concerns get a fat profit out of it. But as sure as the thing progresses, it will have to be grounded more and more on information. For that is its fundamental purpose. CRITICUS.

PAPER HAS BUT ONE READER.

The *Epworth Instigator*, a monthly publication in Santa Monica, edited by Saml. Carlisle, has probably the smallest sworn circulation statement of any paper in the United States.

According to the sworn statement, Forrest Harris, the business manager, says that the number of copies printed

and circulated for the month of August, 1907, was one.

The paper is published in the interests of the Epworth league here, and the only copy is taken to the meeting and read aloud, advertisements and all.—*White's Sayings.*

Undisputed

The Undisputed Claim that it has the
**LARGEST TWO-CENT
CIRCULATION**

of any newspaper, morning or evening, not only

IN CHICAGO

but in the whole country, is supported by the detailed statement of circulation appearing in every issue of

The Record-Herald

The circulation is steadily increasing, and the readers of THE RECORD-HERALD are intelligent people who have the means to satisfy any reasonable desire created by advertising.

CIRCULATION for SEPTEMBER

Daily exceeding 153,866

Gain over last year exceeding **14,366**

Sunday exceeding 218,191

Gain over last year exceeding **19,421**

RECORD-HERALD BUILDING, CHICAGO
New York Office, 437 Fifth Ave.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate. 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

The Des Moines Capital

The largest single advertiser in Des Moines is Younker Bros.' Department Store. During the past five years they have used two inches in the CAPITAL to one inch in any other Des Moines newspaper. Their judgment of the value of the Des Moines newspapers ought to be almost infallible. If you have any advertising for Des Moines or Iowa, like Younker Bros., you should make the CAPITAL first on your list. By using it you can achieve great success, and without it eminent success is impossible, because thousands read only the CAPITAL in Des Moines.

Eastern Representatives: **O'MARA & ORMSBEE**, Brunswick Bldg., New York
ELMER WILSON, 87 Washington St., Chicago.

LAFAYETTE YOUNG, Publisher.

ADVERTISING A COLONY.

The following address upon this subject was made by Willard M. Sheldon at the recent meeting of the Pacific Coast Advertising Men's Association:

The community of interest between general advertising work and the subject assigned becomes apparent upon reflection. Avenues of work do become exhausted, customers are eventually supplied or maybe grow indifferent to your wiles, and additional customers in the way of new immigrants must be obtained. A very proper, not to say necessary subject for discussion, then, is the bearing of advertising as promoting immigration.

To no one class is the matter of proper and legitimate State growth and development of more importance than to the Pacific Coast, and as there is no line of particular work but what is benefited through such growth and development, every Pacific Coast advertiser should consider himself a committee of one to carry the Gospel of California into all countries.

The first essential of effective advertising is a thorough knowledge of the subject. We of the State understand too little of its manifold advantages and possibilities. We accept its climate as irreproachable; its striking and beautiful scenery is a source of admiration and growing affection; its history is full of incident and romance, but our immigrant asks pertinent questions of location, market, soil, irrigation, products, transportation, and social conditions, and it is well to be posted on the material as well as the sentimental facts.

California to-day has a rural population of not to exceed 600,000 people, whereas it should, and will eventually maintain 6,000,000 people. California offers to the immigrant of excellent soil, available for irrigation, upward of 8,000,000 acres; similar soil and like climatic conditions in other irrigated sections are supporting a thrifty rural population of almost one person to the acre.

Southern California from an irrigated area of 40,000 acres produced last year over 400,000 tons of products at a gross value of \$60,000,000; that the irrigated sections of San Joaquin and Sacramento Valley are giving results in like proportions; that the irrigated plains of Piedmont and Lombardy, containing the strength and vigor of the Italian race, supports a population of 600 people per square mile; that the older irrigated sections in California are now supporting a rural population of 500 to the square mile and that such ratio of population will ultimately be had throughout the irrigated sections of the State, giving us a farming populace of six to seven million people, that irrigated farming means convenient neighbors, attractive homes, good schools, greater contentment, a higher degree of prosperity and an improved order of social conditions; that California has over 800

miles bordering on the ocean which promises to be the scene of the greatest commercial strife and growth ever witnessed; that our mountains supply, in cheapness and quantity, the greatest power outside of Niagara, and that with the plants now in operation and building, we have over 700,000 horse power, the effect of which upon our industrial growth, electric railroads and manufacturing can hardly be imagined. That rural California should fulfil its manifest destiny; that the homeseekers should know and appreciate and possess its merits, are items of particular importance to you, and ways and means to such end are legitimate subjects for discussion.

Second in importance is, perhaps, the subject matter of the advertisement. There is no advertising of permanent value and none worthy of serious consideration in which the party to be interested is not to receive the benefit expected. This with especial emphasis is true in the line of immigration advertising. The immigrant is induced to leave settled communities and old associates, to sever family and business ties; and considerations of moral honesty, future business and loyalty to our State require that the advertising matter be accurate and within limits of realization. Temporary results should be no criterion of advertising efficiency. No permanent trade can be maintained if the goods fall under the grade of the label, and again do these advertising maxims apply with particular force to immigration and colonization. The colonist is in search of a home, and though values change the estate purchased is indestructible and is a loud and continuing commentary on the value or detriment of the advertising matter occasioning the purchase.

California is exceptionally well located as regards mountains and sea. There remains, and always will remain, the poetical glamour of her early history. She presents climatic conditions strikingly diverse and exceedingly interesting and, moreover, there is a diversity of production and soil equally striking and of greater importance to the colonist to whom we would present a glowing advertisement to immigrate. The sentiments attaching to California, its climatic conditions, and the many examples of large agricultural profits, have too often been used to conjure colonists to unfavorable locations. Many promising sources of desirable immigration have thus been dammed (you may use either construction of the word) and the tide of colonization blocked or turned elsewhere. The evil that irresponsible advertisers do in the real estate and colonization line does certainly live after them; the good interred with their homes has but little redemptionary effect.

As a second requisite then, all advertising must conform to the fact. Study agricultural wants and conditions, familiarize yourself with soil, production and markets, give heed to the diversity occasioned by particular soils, by climatic conditions, and by

location and elevation. Have consideration in short, to the prosperity of your immigrant.

Following subject matter, I take it that the item next in importance is the proper placing of the advertisement, and as to this California is again especially favored. In addition to the wanderlust and discontent, inherent in mankind, there is a proper desire to better the environments for one's family, to find a climate more congenial; a soil more lasting and productive, with better social conditions and opportunities of growth and development; and in California's ability to satisfy such wants, an exceedingly broad field of immigration is opened. Proper advertisements to such end can hardly be misplaced.

A MIGHTY GOOD LETTER FROM THE DENVER "POST."

DENVER, Colo., Oct. 1, 1907.

Editor of PRINTERS' INK:

In the advertising columns of the Denver Post even every small advertisement is developed into what is known in mining parlance as a "pay streak."

It is this way:—Give us copy for some announcement you want made next Sunday, for example. Have it displayed in an inch of a single column. When enough copies have been printed to supply the paid demands for that issue, your advertisements, cut out and placed side by side, will make a "pay streak" of publicity one column wide and over 7,000 feet long. There is the actual "space" you get any Sunday in the Denver Post for an ad like the one in consideration. This 7,000 foot "streak" will cost you only \$1.68.

How much "space" would you get were your announcement printed in the Denver Post any week day? Easy! Just a column wide and 4,620 feet long— $\frac{1}{2}$ of a mile—and this "pay streak" you may have for \$1.26.

The Denver week day morning papers, combined any Sunday, cannot give such an advertisement as the one we are talking about as much space by several hundred inches as the Denver Post does every week day of every week. And yet, for what space you would get from that Sunday combination, you would pay a combined rate of anything from \$1.96 per inch to \$3.08 per inch, all depending upon how "easy" you are or how "wise" you are to their "rock bottom" rates, if, happily, they should have such a price.

One more illustration on this space question—and space is what you are paying for—and we will write of something else. If you should require an entire single column of the Denver Post any Sunday, your "pay streak" of publicity would be $21\frac{1}{2}$ times 7,000 feet long, and would reach from the postoffice in Denver up into Douglas County, 48 miles away. And this would cost you \$36.12.

Honestly, now, do you know of any "space" in any other paper, nearly so



At 5 cents a word you can tell your story in the classified advertising department of The National Farmer. It is one of the pioneer farm journals of America and has 157,369 substantial circulation of 22 years' growth.

It reaches the prosperous farmers and the farmers' families from Maine to California.

For copy of paper and further information address Advertising Dept.,

The National Farmer,

Augusta, Maine.

FRANK H. THOMAS, Chicago Office,
1635 Marquette Bldg.

FRED H. OWEN,
New York Office,
1105 Flatiron Bldg.

cheap as that sold by the Denver Post?

Of course, this letter is "mighty good readin'" on the lines so far followed out, but the circulation man wants a word or two—pages within—to set forth in detail the circulation of the Denver Post for the month of August. The strong feature in this showing is the gain over August of 1906, when the average week day circulation was 48,912 and the average Sunday was 72,560. This gain, as you will readily see, is 5,704 daily and 9,273 copies Sunday.

By the way, we still have advertising space to sell and would be pleased to give you an exact estimate of the cost of whatever you may require.

Respectfully yours,

THE DENVER "POST."

A. D. Bishop, Adv. Mgr.

P.S.—Remember that the Denver Post goes into 9-11 of the homes of Denver every Sunday for \$1.68 per inch. How much does it cost you in the other Sunday morning papers to reach the 2-11 of the householders of this city not reached by the Post?

Those who profess to disdain all conventions are only seeking advertising of a kind.—Star Monthly Solicitor.

The most common form of infidelity, is lack of faith in one's self.—Star Monthly Solicitor.

FROM SWITZERLAND.



TAKING THE HEIGHT.

"What are you doing now, Patrick?"
 "Sure your mother towld me to see
 how high the thermometer was."—
Leslie's Weekly.

Editor of PRINTERS' INK:

After spending two months in Switzerland, with a desire to learn all about it, it is surprising how many things one can fail to find out. It is a disadvantage not to understand the language of the people, or to read the local papers: still with guide books, and open eyes, and polyglot hotel "portiers" who know everything and expect a fee in proportion to their usefulness, one can, in two months, learn at least to estimate, in some degree, the density of the ignorance with which the lesson was commenced.

It is, however, only with questions likely to interest an advertiser, that this communication will attempt to deal, and only in the slightest outline with these. The country has an area of about 16,000 square miles; about equal to that of our New Hampshire and Vermont added together. Its people count fully three and a half millions; thus making the homes five times as thickly distributed as they are in the two New England States named. It is a republic; composed of twenty-two cantons, as separate and distinct as the States of the American Union; and with reserved rights and privileges quite as distinctly defined. There is no such thing as a Swiss language. The country is practically a small Germany; for nearly two-thirds of its people speak the language of that country, while about one-fourth talk French; a quarter as many as talk French speak in Italian; and a third as many as talk Italian have a language somewhat akin that is designated as Romanish. Of some of the cantons ninety-nine per cent are Roman Catholic; some are ninety per cent Protestant, or even more so. Sometimes both sorts have places of

worship in the same building; and I am not certain that there are not cases where both use the same room, turn and turn about. In the grand total the Protestants slightly outnumber the Catholic element. In the legislature, or congress, all four languages are in use, and the laws, and public notices generally, are commonly printed in three of them. In 1896 Switzerland had one newspaper to every 3,000 inhabitants, while the United States had one to about 3,100, and England one to 7,800. Relative to population, Switzerland has more public schools than any other European nation; and the percentage of illiterates is smaller than in New Hampshire, which is often called the Switzerland of America. This unfavorable comparison is perhaps owing to the number of French-Canadians that crowd over the border into the Granite State.

There is not very much of billboard advertising seen in Switzerland, and nothing in the way of painting on rocks or buildings. I wish our summer and winter resorts would obtain full sets of the posters and folders used here for railway routes, steamboat trips, and mountain cogwheel and trolley systems. They would exert a most beneficial influence. They are beautiful and satisfactory notwithstanding the fact that the artist invariably proves he is not an agriculturist. The man or maid who milks the cow, on the slope of a mountain pass, never fails to be pictured on the wrong side of the animal. What American paper do you think is most in evidence over here? It is *Town Topics*. At every tourist center it can be had; and that mysterious magazine, the *Smart Set*, is also obtainable. So are all of Mr. Munsey's publications (and they carry the American advertisements), *Harper's*, *Cosmopolitan*, *Ainslee's*, *Century* and *Scribner's*, are obtainable; and once I was amazed to run across a copy of *Putnam's Magazine*. That is pretty hard to find on American news-stands, is it not? Personally I am supplied weekly with the *Outlook*, and find it a most satisfactory review of home affairs. I often wonder, however, who that contributor is who calls himself "The Spectator," and what sort of a pull he has that enables him to get his stuff printed. I haven't seen a copy of the *New York Sun* in Switzerland; the *Tribune* I have seen once, the *Times* twice or three times. For home news the American has to depend upon the Paris edition of the *New York Herald*, and the continental edition of the *London Daily Mail*. In some respects the latter seems to be the better paper for him. It is more direct, gets down to business more thoroughly, and seems to be more in earnest. The *Herald* prints, daily, the names of all Americans who register at its Paris office; and more than that, it cables them to New York, where they appear gratis in the *New York* edition; and still more, if the visitor is from Kalamazoo or Oshkosh, or Horseheads, or Painted Post, the editor of the *Oshkosh*, *Kalamazoo*, *Painted Post* or *Horseheads Journal* will

get the information by cable, free of cost, that Mr. Blank of that town is in Paris and has registered at the office of the New York Herald. In some respects the Paris Herald is a comic paper. The picture reproduced at the head of this letter, with the text underneath, is vastly funny. Everybody will admit that. It is not pretended that the Herald originated this delicious bit of humor, for it is credited to another paper. Funny as it is, who can explain what quality of humor it contains that justifies Mr. Bennett in reproducing it, without change or comment, in every edition of his Paris paper, day after day, week after week, month after month, as he has now done for several years?

GEORGE P. ROWELL.

BOOKLETS.

The Regal Shoe Company has issued its fall and winter catalogue. Particular attention is given to the company's mail-order service.

Nunnally's Candy, made in Atlanta, is advertised in a dainty booklet, illustrated with three-color half-tones and printed throughout on tint-block.

A commendable booklet comes from the McNeil & Higgins Company, Chicago, descriptive of "None Such" Food Products. It contains a history of the evolution of good production and preservation, illustrated in colors.

The particular feature of the latest booklet from Browning, King & Company is the illustration tipped in on the cover page. The illustration shows a familiar scene in the city in which the booklet is distributed. The one given out from the New York store gives a view of Broadway from 34th street.

There are at least two points of superiority which the Nursery catalogue of Thomas Meehan & Sons, Philadelphia, possesses over the ordinary plant catalogue. One of these is the cover, which is a fine screen half-tone upon roughed paper, and the other is the superior quality of paper and illustrations throughout the book.

A booklet which will attract wide attention has been issued by the Franco-American Food Company, Jersey City Heights, N. J. Its purpose is to show the process of manufacture of Franco-American Soups, and this is accomplished by a series of illustrations from nature, drawn in pen and ink, which give a clear idea of every step in the making of the product. The outline drawings convey an idea of cleanliness which could not have been secured by half-tones.

"From stilts to crutches" comprises the biography of the merchant who does not believe that advertising is of first importance in store-building.—*Louisville Courier-Journal*.

Dressmaking-at-Home

Carries its advertising direct to 150,000 women who are vitally interested in everything it contains.

Do you want this kind of circulation?

**Dressmaking - at - Home
Publishing Co.**

Masonic Temple, CHICAGO

Tel. Randolph 814

21 W. 23rd St., NEW YORK

A MAN OF VERSATILITY.

Advertising tells a good deal more, sometimes, than its main message. Here, for instance, is one of multiplied contents, written by a man of many trades. It is copied from an old handbill printed and circulated in Cumberland, England, early in the last century:

"I, James Williams, parish clerk, sextone, town cryer and bellman, make and sells all sorts of haberdasheries, groceries, etc., likewise hair and wig drest, and cut, on the shortest notice. Also—

"N.B.—I keep an evening school, where I teach at reasonable rates, reading, writing, singing and sums.

"N.B.—I plays the hooboy occasionally, if wanted.

"N.B.—My shop is next doore, where I bleed, draw teeth and shoo horses, all with greatest scil.

"N.B.—Children taut to dance, if agreeable, at sixpence per week, I me, J. Williams, who buy and sell old iron and coals—shoes cleaned and mended.

"N.B.—A hat and pair of stockings to be cudgelled for, the best in 5, on Shrof Tushday. For particulars inquire within, or at the horse shoo and bell, near the church, on tother side of the way.

"N.B.—Look over the door for the sign of the 3 pigeons.

"N.B.—I sell good ayle, and sometimes cyder—lodgings for single men."

LLOYD'S PUZZLE CARDS.

HOW THEY ONCE BLOCKADED VESEY STREET AND HELPED THE INVENTOR SECURE ORDERS AGGREGATING \$110,000.

If there are any doubts in your mind as to the advertising value of puzzles you ought to have a five minutes' talk with Sam Lloyd, the king of puzzle builders. If at the end of the interview you don't literally beg Mr. Lloyd to let you in on his game then there's something wrong about your mental make-up.

Lloyd is a good talker and an attentive listener. If there is anything in puzzlement he doesn't know it cannot amount to much. He takes as great a delight in inventing a new problem as a musician would in composing a sonata. He is making more money than most bank presidents, but it doesn't seem to make him a bit proud. In talking about some of his earlier experiences he said to the writer:

"Years ago when I first started in business I called on G. F. Gilmore, president of the Great Atlantic Tea Co., for the purpose of securing an order for a lot of puzzle cards to be used in advertising the company's goods. After I had explained to him that the advertisement would be printed on the back of the card he exclaimed with considerable feeling:

"I wouldn't have an ad printed on the back of that puzzle card for \$20,000. It would not only be a waste of money but it would be undignified."

"While I sat there talking with him and endeavoring to convince him that he was entirely wrong, I looked out of the window and saw a man standing on the opposite corner, Vesey and Church streets, distributing circulars. I called Mr. Gilmore's attention to the fact that not one person in ten of those who passed by accepted a circular, and that of those who did nearly all dropped them on the sidewalk after glancing them over.

"Now, Mr. Gilmore, if that

man was distributing my puzzle cards,' I continued, 'You would find that nearly every person would not only accept one of them but would put it in his pocket and carry it home.'

"I don't believe it," said Mr. Gilmore. 'People would pay no more attention to the cards than they do to those circulars.'

"I happened to have a couple of thousand of puzzle cards on hand that I had had printed for another customer. I told Mr. Gilmore that if he would let his man distribute them instead of the circulars for an hour or so he would be convinced that there was a great difference in the value of the two mediums.

"Mr. Gilmore consented and in a short time I had the cards in the hands of the man on the corner. He had not given away more than a dozen when the scramble for them began. Every man, woman and child who went by stretched forth a hand for a card. A crowd gathered about him and soon the sidewalk was blockaded. He couldn't pass out the cards fast enough so I ran to his assistance.

"The jam became so great that I was shoved against a showcase and broke it in. As soon as I could disentangle myself I made my escape and returned to Mr. Gilmore whom I found standing at the window watching the crowd in the street.

"I never saw anything like that," he said, when he turned and found me standing by his side. While a policeman was clearing the sidewalk and dispersing the crowd Mr. Gilmore exclaimed: 'It's a great advertisement—the best I ever saw. How much will a million of those cards cost?'

"I told him and he gave me the order. But that was only the first, for during the next twelve months he bought \$110,000 worth of the puzzle cards. He afterward told me that it was money well spent as the advertising paid for itself many times over."

An advertisement that insults people sells no goods; no one buys anything when he is mad.—*Burba's Barbs.*

WHO'S WHO AND WHERE-FORE.

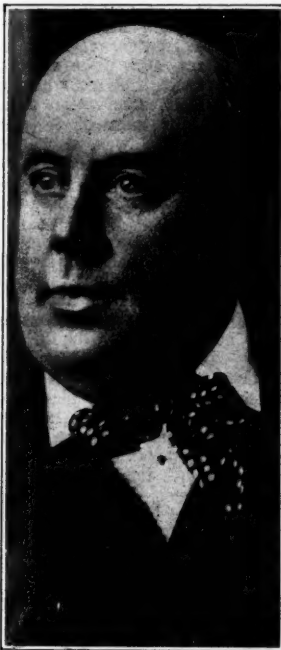
JOHN R. MCLEAN.

Were you ever in Cincinnati and didn't hear about John? As you drifted into Vine street it occasionally became Jack, and in more intimate relations Johnnie; but his name in politics, in society and journalism, in southern Ohio, southeastern Indiana and the democratic portions of Kentucky is just plain John. When you come to Washington it is Prince John or Mr. McLean, and if you do not know that the person who runs the Cincinnati *Enquirer* and edits the Washington *Post*, who led his brother-in-law Admiral George Dewey out like a lamb to the slaughter as a Presidential candidate, is John Roll McLean, editor, society leader, magnate in finance, owner of two papers, both daily, published in two different cities, both of them on the same parallel of latitude, it is time you were informed. In those districts which we have geographically indicated John is the real John, and the people turn to him like a sunflower follows the sun.

John McLean had the blessing of an eminent father. It is fair to pay a tribute to that fine old man who almost more than any other man in the West built up the permanent life of Cincinnati. He would have made it a greater city if he could have kept it going. He edited a yellow paper, but he was not himself a bit tinted with saffron. He had two very distinguished rivals, Murat Halstead, who owned and ran the *Commercial*, and, to use the name made familiar to the eastern public through the New York *Sun*, Deacon Smith who ran the *Gazette*. Both of these were Republican papers, and all three of them—the *Enquirer* making the third—stood just between two groups of people that wouldn't like any. There were the Republicans in the South who were as hard to please as the Democrats in the North, and there was the other wing on both sides that nobody could please.

When we talk about newspapers of modern times of course the lines of cleavage are commercial. But the conditions when John McLean took the *Enquirer* over from his father in Cincinnati were different. Let us say as a first and fundamental fact that John McLean was the earliest yellow journalist, but that the color was actual and permanently set.

Some twenty or twenty-five



Copyright 1904 by Clinedinst, Wash., D. C.

JOHN R. MCLEAN.

years ago Washington gave his paper to his son. The father had established a distinctive social place for himself, and the son, born in 1848, graduated at Harvard, and took charge of the *Enquirer*. He found his journalistic place very uncertain. The *Enquirer* was the organ of the whiskey seller and corrupt politics. Its circulation in the South was considerable where they read its peculiar

stories of human life very much as a new convert to religion reads the Bible; that is, in their ignorance, they believed it without any kind of discrimination. At that time newspapers drew their profits from circulation. The *Enquirer*, in company with Storey's *Chicago Times*, was the first to break over the barriers of that custom, and it easily led the way as the pioneer of sensational journals. Of course as an incident in that career it is recalled that John McLean bought the *New York Journal* from Albert Pulitzer, at a price approximately \$420,000, and that he sold it to W. R. Hearst within a few weeks for the sum of \$853,000. That of course was only good business, but failing of Hearst, how nearly New York had John McLean as a distinctive figure in metropolitan newspaper life.

The *Enquirer* in Cincinnati is the most individual and singular paper printed anywhere. It addresses the protelariat always. It has no editorial page, it has indeed no editorial column. It prints daily a few paragraphs of comment on the news, in which it never takes an empiric attitude, and in short it has no quality of editorial influence whatever. Nor has it ever sought to possess it. Its influence is in telling the news. The idea entertained by the *New York Evening Post* and the *Times* of the value of news digested by solemn thinkers is not accepted at all by the *Enquirer*. It gives its readers the raw material—let them assimilate it mentally if they can.

Shortly after John became the owner of the Cincinnati paper he stuck his head out of his office—we tell the story as McCormick (Macon), for years his city editor, told it to us—he thrust his head through his door and said, "all small advertisements, wants and situations, wanted employees, lost or found, or any kind of advertisement that doesn't run over four lines the *Enquirer* will print free. Announce that to-morrow.

They announced it and the next day and every day up to this day, and on this day, there is a

string of people reaching round several blocks furnishing that paper copy for which John doesn't get a penny. But the paper wins out. The effect of this radical departure on the part of one journal was to drive the *Commercial* and the *Gazette* into combination.

Some years ago Beriah Wilkins, a Congressman from Ohio, found himself dis-elected. He liked Washington and he saw its possible field for a morning newspaper, not conducted by a lobbyist who hadn't sold out. His rival in this regard was the *Washington Star*, run by a set of the cleanest-minded and most able men that ever came to the Nation's Capital on whatever errand, let them be Presidents, Senators, Congressmen, Cabinet Officers or Bureaucrats. They never lost the reputation they came with either, and they control one of the most influential and prosperous newspaper properties in America. So Beriah Wilkins had to start rivalry with an eminent contestant. His business representative told me that the *Post* carried more patent medicine advertising than any in the world. But he did run a bright paper in its editorial and news columns and a successful one. On his death, John bought it and transferred his editorial staff, led by Wm. McBride, to its management. The *Post* is not as sensational as the *Enquirer*, but it partakes of a good many like features, and among these prosperity.

The Princes of Wales, ever since the times of Henry the IV, have been opposed to the government of their fathers. When they ceased to be heirs apparent and became the rulers they always had the opposition of their elder sons in turn, when they had any, to contend against. Burke says it was not mere assertiveness, it was the logical position of any one near the throne whose intimate knowledge of conditions and lack of responsibility preserved this attitude. So successful papers in Washington are in their history anti-administration.

The *Post* voices this antagonism. McLean, as has been said, runs the *Enquirer* and edits the *Post*, and stands apart in both relations from the journalistic group. He is a society man and a politician. He has never been a boss in Ohio, although he comes near it, and of course he can never be a boss in Washington, but in social aspects he is very nearly a dictator in both places.

R. E. R.

MORE OCTOBER MAGAZINES.

The magazines listed below were not received in time to appear in the summary of advertising published last week:

	Pages	Ag. Lines
Harper's Monthly.....	95	21,575
Sunset.....	90	20,374
Business Man's Magazine	88	19,712
Success (cols.).....	87	15,016
Red Book.....	66	14,040
Outing Magazine.....	66	14,845
Harper's Bazar.....	54	12,096
World To-Day.....	51	11,452
Broadway Magazine.....	48	10,841
Pearson's.....	47	10,640
National Magazine.....	45	10,080
Recreation (cols.).....	49	8,406
Popular Magazine.....	36	8,064
Outdoor Life.....	35	7,992
Etude (cols.).....	43	7,209
World's Events (cols.).....	41	7,085
Outer's Book.....	31	7,000
Yachting (cols.).....	45	6,581
Health Culture.....	28	6,389
Van Norden.....	26	5,932
Health Magazine.....	24	5,548
Musician (cols.).....	30	4,909
Wide World Magazine.....	21	4,857
Smart Set.....	20	4,659
Travel Magazine (cols.).....	30	4,476
Star Monthly (cols.).....	29	4,142
Smith's Magazine.....	17	3,878
St. Nicholas.....	14	3,210
Benziger's Magazine (cols.)	15	2,920
Philistine (cols.).....	31	1,897
Ocean.....	2	448

ADVERTISING to the little folks ought to be an all-the-year-round proposition, and there ought to be enough of this sort of business to add another bulky section to the standard magazines and scores of columns to the mail-order papers. The youngsters are certainly neglected from the advertiser's standpoint, and this is as much to the loss of the advertiser and the publisher as to the youngster. Toys and gift goods should not be stored away for eleven months, and then brought to light for the few short days preceding and following the annual visit of Uncle Sam. —*Advertiser's Magazine.*

TIME is money—maybe. Depends largely on how you use it.—*Advertiser's Magazine.*

As designers and artists we study your needs and put advertising value in the work we do for you. As engravers we make every kind of printing plates so perfect that every impression is a salesman for your goods. Our service and our prices will make you glad you discovered us.

The Hammett Shilling Co.

Artists, Engravers and Designers of Printed Advertising

HEYWORTH BUILDING
CHICAGO

WHICH TREE IS YOURS?

Consumer-demand grows two ways—one slowly with stunted full growth—the other quickly with profuse perennial fruition. If you are building for the future—if you are planning to have a solid, healthy business in the years to come, then you must have consumer-demand of quick, steady, healthy growth, positive action and permanence.

You cannot achieve its fullness by ways and means current years ago. You have too much competition that is utilizing thoroughly modern methods—advertising sales methods.

Stop and consider. Have you been finding fault with sluggish sales in your own business? And have you looked enviously at some rival line that is moving rapidly? If you have, then you will agree that our competitor may be making advertising success for himself to your detriment.

Is your consumer-demand growing like the stunted live oak or the majestic white oak?—*Delineator Bulletin to Buyers.*

Be cheerful and optimistic in your advertising. The man who is afflicted with chronic dumps will meet the same failure in the mail-order business as in any other. Talk prosperity, success, contentment—you will attract, hold and convince a much larger audience.—*Advertiser's Magazine.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rising in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, 32,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lucas, N. Y. Reps. Tribune Bldg.

ARKANSAS.

Fert Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,328.

CALIFORNIA.

Oakland. Herald. Average 1906, 19,667; Aug., 1907, 29,845. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 128 to 224 pages, 523. Average circulation seven months ending July, 1907, 91,434. Home Office, Flood Building.

COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 59,674, Sunday 84,411.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgport. Evening Post. Sworn dy. Aug., 11,619.

Bridgport. Morning Telegram, daily. Average for Sept. 1907, sworn 11,804. You can cover Bridgport by using Telegram only. Rate, 1/3c. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,754.

Meriden. Morning Record and Republican. Daily average for 1906, 7,571; 1907, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1906, 8,636; 1907, 9,449. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 6 mos., '07, 24,582. E. Katz, Sp. Agt., N. Y.

New London. Day. ev'g. Aver. 1906, 6,104; aver. for Sept., 6,778. Rates obtained direct.

Norwalk. Evening Hear. Daily average guaranteed to exceed 3,800. Sworn circulation statement furnished. Covers not only the Norwalks but fifteen small towns adjoining, covering a territory of over 40,000 people. Has the largest circulation of any newspaper in South-western Connecticut.

Norwich. Bulletin, morning. Average for 1906, 3,920; 1907, 6,559; June, 1907, 7,259.

Waterbury. Republican, dy. Aver. for 1906, 5,648; 1907, 5,957. La Cotte & Munsell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 22,577 (20).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1906, 9,432, 1st 6 mos. 1907, 10,698. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1906, 50,857. Sunday 57,932. Semi-weekly 74,916. The Journal covers Dixie like the dew.

IDAHO.

Boise. Evening Capital News, d'y. Aver. 1906, 4,580; average, July, 1907, 6,188.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1906, 4,580; 1907, 6,454.

Calumet. Citizen. Daily average 1st 6 months, 1907, 1,585.

Chicago. Bakers' Helper. Monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,917 (20).

Chicago. Breeder's Gazette, weekly, 3c. Aver. circulation for year 1906, 70,000. For 39 weeks ended Sept. 20, 1907, 78,906.

Chicago. Dental Review, monthly. Actual average for 1906, 2,702; for 1907, 4,001.

Chicago. Examiner. Average for 1906,

649,446 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681. February, 1907: Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Journal Amer. Med. Ass'n, weekly. Average six mos., Jan. to July, 1907, 51,910.



How the Fall Season Opens Up in Memphis:

SEPTEMBER ADVERTISING COMPARISON

COMMERCIAL APPEAL

LOCAL	FOREIGN	CLASSIFIED	TOTAL
23,297	5,496	11,636	40,429
Inches	Inches	Inches	Inches

Afternoon Paper

LOCAL	FOREIGN	CLASSIFIED	TOTAL
11,561	2,967	4,531	19,059
Inches	Inches	Inches	Inches

Excess in Favor of Commercial Appeal:

LOCAL	FOREIGN	CLASSIFIED	TOTAL
11,736	2,529	7,105	21,370
Inches IN EXCESS	Inches IN EXCESS	Inches IN EXCESS	Inches IN EXCESS

Percentage of Excess of Commercial Appeal Over Afternoon Paper:

LOCAL	FOREIGN	CLASSIFIED	TOTAL
Over 100 %	Over 85 %	Over 150 %	Over 110 %
EXCESS	EXCESS	EXCESS	EXCESS

It will be noted that the **local** advertising alone in the Commercial Appeal was more than the combined local, foreign and classified advertising in the afternoon paper some number publication days.

What paper in the United States is thoroughly pre-eminent in its field as the Commercial Appeal is in Memphis?

Commercial Appeal September Circulation:

Daily (net, all unsold, free or sample copies deducted), **42,912 DAILY**
 Sunday (net, all unsold, free or sample copies deducted), **61,103 SUNDAY**

SMITH & THOMPSON

Foreign Advertising Representatives

BRUNSWICK BUILDING
NEW YORK

TRIBUNE BUILDING
CHICAGO

Chicago, Record-Herald. Average 1906, daily 141,743; Sunday 211,611. Average July, 1907, exceeding daily 152,400; Sunday 220,181.

★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Evansville, Journal-News. Av. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av. 174,084. Now 200,000 4 times a mo. 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906 24,612.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. *Sworn average net paid circulation for five months ending May 31, 1907, 5,716.* A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

★ The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. *Sworn daily average.* June, 1907, 9,550. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

Muskogee, Times Democrat. 1905, average 2,881; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA

Burlington, Hawk-Eye, daily. Av. for 1906, 8,764. "All paid in advance."

Davenport, Times, daily av. Sept. 18,004. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. *Sworn average circulation for 1906, 41,751.* Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 362 issues than any competitor in 365 issues. Rate 2 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Av. circulation 'st 6 mos. '07, 50,198.

Des Moines, Iowa State Register and Farmer, w'y. Av. number copies printed, 1906, 52,125.

Sioux City, Journal, daily average for 1st 6 months, 1907, sworn, 28,004. morning. Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn dy. av. (returns deducted) 1st 6 mos. 1907, 31,184. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News, daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 3,778; weekly, 3,084.

KENTUCKY.

Lexington, Leader. Av. '06, evg. 5,157. Sun. 6,798; 1st 6 mos., '07, 5,415. Sy. 6,867. E. Katz.

Owensboro, Messenger. Daily av. six mos. ending June 30, '07, 5,568; aver. Aug., 5,940.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,371,982.

Augusta, Maine Farmer, w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,675.

Madison, Bulletin, w'y. Circ., 1906, 1,581. Now over 1,600. (only paper in Western Somerset Co.)

Phillips, Maine Woods- and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,506. Sunday Telegram, 8,041.

Maine's largest daily circulation!

The net paid circulation of the EXPRESS is equal to that of ALL (three) other PORTLAND dailies combined.

The EXPRESS carries most classified advertising, most local advertising, most foreign advertising.

★ Lowest advertising rate, per thousand.

N. B.—Our Sunday edition —The SUNDAY TELEGRAM has largest circulation of any Maine Sunday paper.

Evening Express Portland, Maine

JULIUS MATHEWS, Representative.

MARYLAND.

Baltimore, American, dy. av. 1st 6 mos. '07, 77,052; Sun., 90,527. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For September, 1907, 72,697.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS.

Boston. Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.




Boston. Globe. Average 1906, daily, 182,936. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



BOSTON POST

Average for August, 1907. **Boston Daily Post**, 248,216; **Boston Sunday Post**, August, 1907, 218,244. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

 The absolute correctness of the latest circulation rating accorded the **Boston Post** is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Holyoke. Transcript, daily. Act. av. for year ending May, 1906, 7,339; 3 mos. '07, 7,542.

Lynn. Evening Item. Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Woburn. News, evening and weekly. Daily av. net paid circ. March, 7,328. Weekly, 1,451.

Worcester. Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 16,506; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (©). Paid average for 1906, 4,282.

MICHIGAN.

Bay City. Times, evening Av. for 6 mos. to July 1, 1907, 11,002 copies, daily, guaranteed.



Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,736.



Jackson. Patriot. Average July, 1907, 8,250; Sunday, 9,045. Greatest net circulation. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald, daily. Sunday. Average 1906, 14,897; September, 1907, 14,648.

Saginaw. Evening News, daily. Average for 1906, 19,964; September, 1907, 20,555.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 27,886.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 27,187; average for 1906, 190,266; mos., 1907 104,100.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.



Minneapolis. Journal, Daily and Sunday (©). In 1906 average daily circulation, 74,054.

Daily average circulation for Sept., 1907, 76,957. Average Sunday circulation for Sept., 1907, 71,687. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.



Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,273. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul. Pioneer Press. Net average circulation for January—daily 55,502, Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



Winona. Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,254. Aug. 1907, 17,282. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n. 277,974; 207,520 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 12½c; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

St. Joseph. News and Press. Circulation 1906, 26,079. Smith & Thompson, East, Repts.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, 141,829.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester. Union. Av. 1906, 16,752, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua. Telegraph. The only daily in city
Average 8 mos. ending Aug. 31, 1907, 4,422.

NEW JERSEY

Asbury Park. Press. 1906, 4,812. Gained
average of one subscriber a day for ten years.

Cumt-on. Daily Courier. Actual average for
year ending December 31, 1906, 9,020.

Elizabeth. Journal. Ar. 19 4, 5,522; 1905,
6,610; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City. Evening Journal. Average for
1906, 23,000. First six months 1907, 24,059.

Newark. Eve. News. Net dy. av. for 1906,
63,022 copies; net dy. av. for Apr., 1907, 68,940.

Trenton. Evening Times. Ar. 1906, 14,287; 5
mos. dy. av. Apr. 1, 20,621; Apr., 20,682.

NEW YORK.

Albany. Evening Journal. Daily average for
1906, 16,251. It is the leading paper.

Batavia. Daily News. Average first 6 mos.
1907, 7,194. F. R. Northrup, special rep., N. Y.

Brooklyn. N. Y. Printers' Ink says
THE STANDARD UNION now has the
largest circulation in Brooklyn. Daily
average 6 mos. 1907, 55,449.

Buffalo. Courier, morn. Ar. 1906, Sunday, 91-
160; daily, 55,681; Enquirer, even., 52,682.

Buffalo. Evening News. Daily average 1906
94,690; for 1906, 94,745.

Corning. Leader, evening. Average 1904,
6,258; 1905, 6,195; 1906, 6,555; Feb. av., 6,820.

Mount Vernon. Argus, evening. Actual daily
average for 12 mos. ending Sept. 30, '07, 4,424.

Newburgh. News, daily. Ar. '06, 5,477; 4,000
more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly
av. for '06, 9,796 (C). 4 mos. to Apr. '07, 9,949.

Automobile. weekly. Average for year ending
Dec. 28, 1906, 15,212.

Bakers Review. monthly. W. R. Gregory Co.,
publishers. Actual average for 1906, 5,455.

Benziger's Magazine. the only popular Catholic
Family Magazine published in the United States.
Guaranteed circ'n, 75,000; 50c. per agate line.

Clipper. weekly (Theatrical). Frank Quen
Pub. Co. Ltd. Aver. for 1906, 26,611 (C).

El Comercio. mo. Spanish export. J. Shepherd
Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review. music trade and art week-
ly. Average for 1906, 5,109.

Printers' Ink, a journal for
advertisers, published every
Wednesday. Established 1838.
Actual weekly average for
1906, 11,708.

The People's Home Journal. 554,916 mo.
Good literature, 452,500 monthly, average cir-
culations for 1906—all to paid-in-advance sub-
scribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average
circulation for year ending Oct. 1907, 8,805;
Oct. 1907, issue, 9,000.

The World. Actual aver. for 1906, Morn., 218-
664; Evening, 559,057; Sunday, 442,228.

Rochester. Case and Comment, mo., Law.
Ar. for year 1906, 22,601. Guaranteed 20,000.

Schenectady. Gazette, daily. A. N. Lacey.
Actual average for 1906, 12,658; 1906, 15,809.

Syracuse. Evening Items, daily. Herald Co.
pub. Aver. 1906, daily 35,206; Sunday 40,064.

Troy. Record. Average circulation
1906, 18,801. Average August, 1907,
20,458. Only paper in city which has
permitted A. A. examination.

Utica. National Electrical Contractor, mo.
Average for 1906, 2,422.

Utica. Press, daily. Otto A. Meyer, publisher.
Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh. Times. North Carolina's foremost
afternoon paper. Actual daily average Jan. 1st
to Oct. 1st, 1906, 6,551; weekly, 5,200.

NORTH DAKOTA.

Grand Forks. Nordmanden. Ar. yr. '05, 7,201.
Aver. for year 1906, 8,180.

OHIO.

Akron. Times, daily. Actual average for
year 1906, 8,977 August, 1907, 9,661.

Ashtabula. American Sanomat. Finnish.
Actual average for 1906, 10,400.

Cleveland. Plain Dealer. Est. 1841. Actual
daily average 1906, 72,216; Sunday, 83,869;
August, 1907, 75,854 daily; Sun., 86,964.

Coshocton. Age, daily. Net average 1906,
2,757. Verified by Asso. Amer. Advertisers

Coshocton. Times, dy. Net '06, 2,123; 6 mo.,
'07, 2,416. No cash books fixed to fit padded cir.

Dayton. The I. L. U. Home Journal, mo.
(Formerly Laborer's Journal). National cir. Ar.
for year ending April 30, '07, 44,811 copies.
Critically read by 36,500 members of THE I. L. U.
GRAND LODGE, the fraternal, beneficiary order
of wage-workers. 5c. agate line; flat rate.

Dayton. Journal. First six months 1907, act-
ual average, 24,196.

London. Democrat, semi-weekly. Actual aver-
age for 1906, 8,668; now guarantees 4,000.

Springfield. Farm and Fireside, over 1/2 cen-
tury leading Nat. agricultural paper. Cir. 155,000.

Warren. Daily Chronicle. Actual average
for year ending December 31, 1906, 2,634.

Youngstown. Vindicator. D'y. av. '06, 13,740;
Sp. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1906 aver.,
18,918; Aug. 1907, 20,217. E. Katz, Agent N. Y.

OREGON.

Mt. Angel. St. Joseph's-Blatt. Weekly. May
3, 1907, 19,188.

Portland. Journal, daily. Average 1906,
25,578; for Sept., 1907, 28,429. The
absolute correctness of the latest circula-
tion statement guaranteed by Rowell's
American Newspaper Directory.

Portland. Pacific Northwest, mo., av. 1st 6 mo.
1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1906, 7,688.
N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1906, 17,110;
Sept. 1907, 18,584. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn ar. Sept., 14-
570. Largest paid circulation in H'b'g or no pay

All old advertising con-
tracts renewed and a number
of new ones received! Can you
ask for a better recommenda-
tion of the Harrisburg, Pa.,

TELEGRAPH.

Philadelphia, Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©©).

FARM JOURNAL, Philadelphia, has been awarded the (©©) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, FARM JOURNAL has the largest circulation of any agricultural paper in the world. The average for 1906 was 551,633 copies each issue.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1907:

1.....Sunday	16.....227,881
2.....190,026	17.....218,134
3.....225,544	18.....215,394
4.....228,154	19.....231,839
5.....227,061	20.....231,491
6.....227,836	21.....221,680
7.....217,636	22.....Sunday
8.....Sunday	23.....212,617
9.....229,819	24.....231,406
10.....221,607	25.....229,669
11.....227,313	26.....229,332
12.....232,387	27.....230,783
13.....232,097	28.....210,691
14.....222,582	29.....Sunday
15.....Sunday	30.....233,736

Total for 25 days, 5,608,314 copies.
NET AVERAGE FOR SEPTEMBER:

224,332 copies a day

"The Bulletin's" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guaranteed Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press is 1906, 100,548; the Sunday Press, 137,863.

Seranton, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News daily. A. B. Hodgson, average for 1905, 15,297. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport, Grit. America's Greatest Family Newspaper. Average 1906, 280,180. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal, 18,051 (©©). Sunday, 21,840. (©©). Evening Bulletin 56,620 average 1906. Providence Journal Co. pub.



Providence, Tribune. Morning 10,314. Evening 81,118. Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Kowell's Am. N.D.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 1,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dv. average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (©©), 11,287 copies; semi-weekly, 2,625; Sunday (©©), 1906, 12,228. Actual average for first six months, 1907, daily (©©) 12,940, Sunday (©©) 15,769.

Spartanburg, Herald. Actual average for first five months, 1907, 2,529.

TENNESSEE.

Chattanooga, News. Aver. 3 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 15,092. Week-day average now in excess of 15,000. The leader.



Memphis, Commercial Appeal, daily. Sunday, week. First six months 1907 av.: Dn., 41,782; Sunday, 61,485; weekly, 51,315. Smith & Thompson, representatives, N.Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, 81,555; Jan. 1907, 58,588; Feb. 1907, 37,371.

TEXAS.

El Paso, Herald, Mry. av., 7,418. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1905, 3,527; 1906, 4,115.

Bennington, Banner, daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Actual average for 1906, 3,280 copies per issue.

Rutland, Herald. Average 1904, 3,527. Av. average 1906, 4,256. Average 1906, 4,677.

St. Albans, Messenger, daily. Actual average for 1906, 3,051; for 1905, 2,358 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,867. Aug. 1907, 2,788. Largest cir'n. Only eve'g paper.

Richmond, So. Tob and Modern Farmer, mo. average for first 5 mos. of 1907, 14,425.

WASHINGTON.

Seattle, Post Intelligencer (©©). Av., for Sept. 1907, net—Sunday 44,401; Daily, 35,758; week day 84,046. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.





Seattle. The Daily and Sunday Times leads all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1st 6 mos 1907. Its nearest rival was beaten by over 134,401 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for June, 1907, were—Morning and Evening 58,997, Sunday 64,681. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma. Ledger. Average 1906, daily, 16,059; Sunday, 21,798.

Tacoma. News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Rouevette. W. Va. News, wy. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

The Country Daily, "So-Called."

The Janesville, Wisconsin, DAILY GAZETTE is a good country newspaper—in fact above the average. It has all the present day equipment and forces its list up and up steadily, always through sheer quality. It is published in the land of "easy money," where everybody rattles coin in the pocket. A million and a half in cold cash this year—for the advertiser to partake of—to-bacco and sugar beet money. Circ'n guaranteed.

M. C. WATSON, 1509 Home Life Bldg., N. Y. A. W. ALLEN, 1502 Tribune Bldg., Chicago.

Madison. State Journal, dy. Average 1906, 8,602; Jan., Feb., Mar., 1907, 4,884; Apr., 5,106.



Milwaukee. The Journal, eve., ind. Aver. 8 mos., 1907, 51,555. Aug. gain over 1906, daily, 7,706. Paid city circulation ALONE greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Milwaukee. Evening Wisconsin, d'y. Av. 1906 28,430 (60). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh. Northwestern, daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST

Racine, Wis. Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adv. \$5.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1906, 3,126; semi-weekly, 3,598.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1906, 16,161; Sept. 1907, 14,720. H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1906, daily, 34,559; daily Sept. 1907, 36,585, wy. av. for mo. of Sept., 22,787.

Winnipeg. Der Nordwestern. Canada's German newspaper. Av. 1906, 16,177. Rates 16c. inch.

Winnipeg. Telegram. Average 6 mos. 1907 22,061. Weekly at 19,586. Fiat rate, 3½c.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto. Canadian Motor, monthly. Average circulation for 1906, 4,540.

QUEBEC, CAN.

Montreal. La Presse. Actual average, 1906, daily 100,087, weekly 49,992.

Montreal. The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN. (CONN.) MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR. Washington, D. C. (© 60). Carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During the last nine months the INDIANAPOLIS STAR carried 461.97 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 133.77 columns over the corresponding months of last year. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in state. Popular rates.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, monthly rate \$1.25 nonp. line, dy. & Sy.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 201,569 more than any other Boston paper carried for the year 1906.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No ad taken for less than 24 cents. If cash accompanies the ad the rate is 1c. a word. No ad taken less than 20c.

CIRCULAT'N



by Am. News-
paper D'tory

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad medium of New Jersey.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 30,479. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 35¢.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 L. ekman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.

Treasurer, GEORGE P. ROWELL,
10 Spruce St., New York City.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 30 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, October 16, 1907.

Specious

Argument.

A furniture catalogue has come to hand, bearing the name of the Bangor Burial and House Furnishing Company, of Bangor, Pa., which is designed to combat the catalogues put out by the large mail-order houses. The catalogue in question is clearly put out by a furniture manufacturer, who supplies it to retailers who sell his goods, with their own name upon the cover. A printed sheet is inserted in the front of the book which says:

"Owing to the rush in our Catalogue business, we are unable to have many Catalogue goods on our floor for the present. Our factories are overcrowded, and we must take our turn for store orders. Until we have established and conquered this trouble, we will give our customers the same privilege as any other Catalogue house. You can remit by mail if at a distance; those near us can come to our store.

"We ask anyone who becomes pos-

essor of our catalogue to compare our goods and prices with any other Catalogue house, especially Sears, Roebuck & Co., and if you are not convinced that we can save you money we don't want you to spend your money with us."

The first page of the catalogue gives the reason why the Bangor Burial and House Furnishing Company believes it can compete with mail-order houses. It has joined an organization of "2,000 dealers who buy together; taking whole factory outputs where necessary to secure lowest possible cost."

The catalogue house, the argument continues, is handicapped because of the expensive catalogue it is obliged to issue and because of its costly buildings, located in a city where land values are excessive.

And now comes the crowning argument, which is not intended to get customers for the catalogued goods at all, but for store goods:

"For your convenience we keep at all times a carefully assorted stock of seasonable furniture. You can come to the store and make selections from the actual goods, not from pictures, and that is the only sensible and satisfactory way to pick out furniture anyway. * * * You might pick out a piece from a picture that would prove all this after you received it, but why take the chance when you can come to our store, make selection from the article itself, and be certain of this growing and lasting satisfaction."

And so on through the book are scattered more arguments, on the face of them to attract mail-order customers, but really intended to get store trade. It hardly seems possible that they will be particularly successful in this effort, although the book is carefully compiled and the fallacy of its reasoning difficult to detect. The big mail-order houses, on account of their enormous purchases and complete systematization, can undersell country retailers, even if 2,000 of the latter should really combine. And if 2,000 do combine, and supply purchasers direct from the factory, the scheme is of the mail-order variety, which arouses the ire of the very retailer who fosters it.

THE "Busy Boston Store" of Marion, Indiana, last month used four pages in each issue of the *Marion Chronicle* for six days in succession.

CURTIS P. BRADY, advertising manager for *McClure's Magazine* resigned on October fifth and has been succeeded by Louis de Veau, formerly with the *Century*.

THE E. W. French Company, who sell every conceivable kind of advertising merchandise, have removed their offices and show rooms to 1 Beekman street, New York.

CAN it be that the New York *Sun* is, after all, working for a third presidential term? Its editorial utterances against the President and his policies are so full of spite and venom that they completely fall short of the mark, and add to, rather than detract from, the sentiment for Roosevelt.

JOSEPH C. WILBERDING, former eastern representative of the *Chicago Tribune*, has entered into partnership with Stephen B. Smith, New York special agent. In addition to the papers upon Mr. Smith's list, the new firm will represent the *Washington Herald*, and other papers will probably be added in the near future.

CHARLES H. DAY, the "Old Circus Man," died in New Haven, Connecticut, on October third. In *PRINTERS' INK* for October 2d appeared an article from his pen, upon Circus Advertising. Mr. Day was for years an advance man for Barnum & Bailey, and later became advertising manager for Adam Forepaugh. He was the author of more than a hundred stories, most of which dealt either with the stage or the circus. Many of them were actual experiences in which he had either been principal or had witnessed in his career. He was sixty-five years old at the time of his death.

RALPH D. WHITING, New York, has added *Dogdom*, Battle Creek, Michigan, to his list.

THE Sterling Remedy Company, Kramer, Ind., sent recently a big Mitchell Motor Truck overland from Chicago to New York, with a 3,000 pound load of Cascarets, which were distributed en route.

W. PERCY MILLS, secretary of the Poor Richard Club, of Philadelphia, delivered an address on Advertising as a Profession before the Professional and Business Men's Club, of Philadelphia, on Oct. 1st.

FRANK R. NORTHRUP, Brunswick Building, succeeds La Coste & Maxwell as eastern representative of the Watertown, New York, *Standard*; he has also added the Ft. Smith, Arkansas, *Times* to his list.

RALPH S. THOMPSON, who was formerly advertising manager of the *Historians' History of the World*, has left the Hampton Advertising Company to become general sales manager of the *Century Dictionary*.

S. E. DAVIDSON, advertising manager of *Uncle Remus's Magazine*, has become general manager of the Massengale Advertising Agency, Atlanta. Before joining the staff of *Uncle Remus's Magazine*, Mr. Davidson was connected with the Nelson Chesman Advertising Agency, of St. Louis.

Dressmaking At Home, published in Chicago by the May Manton Publishing Company, is forging to the front as a woman's fashion paper. In addition to the pages devoted to articles of woman's wear, a considerable amount of interesting matter now appears of general interest to women. Its publishers state that more than 150,000 copies of the magazine are now printed each month.

FRANK R. NORTHRUP, New York, has recently added the Binghamton, New York, *Sunday Inquirer* to his list.

M. B. HART, for nine years auditor for Lord & Thomas, has resigned to become auditor for the Long-Critchfield Corporation.

THE Memphis *Commercial Appeal* has just moved into a new building. The building consists of four stories and basement, and is made of brick and stone upon a steel skeleton. According to Rowell's American Newspaper Directory the *Commercial Appeal* prints more copies than any other daily in the State of Tennessee.

PRINTERS' INK is preparing to issue next month a special agricultural number, which will be sent to advertisers who use, or ought to use, the agricultural press. Articles are solicited for this issue relating to the value of farm mediums, and all manuscript accepted will be paid for at regular rates. Articles intended for the special issue should be received not later than November 9th.

THE Fort Dodge *Evening Messenger* has printed a leaflet showing the quantities of life's necessities which are sold monthly in that city. The list contains the following items:

Ham and bacon, smoked only, 15,000 lbs. Coffee, all kinds, 10,500 lbs. Crackers, all kinds, 12,600 lbs. Breakfast foods, all kinds, 7,371 lbs. Soap, toilet, 11,000 bars. Soap, laundry, 42,000 bars. Bulk pickles, all kinds, 441 gallons. Wheat flour, 50 lb. sacks, 4,600 sacks. Overalls and jackets, 10,000 garments. There are 94 places in Fort Dodge where cigars and smoking tobacco are sold. Cigars, all kinds about 55,000. Smoking tobacco, about 1,500 lbs. There are 54 automobiles owned and driven in Fort Dodge. There are about 2,264 residences of which something like 1,700 are without furnace or steam heat. There are 900 gas stoves in use in the residences of the city.

None of the items enumerated are being advertised at the present time in the *Messenger* except National Biscuit Co. crackers.

THE Davenport, Iowa, *Democrat* announces a new rate card to take effect November 1st. The Decatur, Illinois, *Herald* puts a new card into effect on the same date. The last-named paper has the Star Guarantee of Rowell's American Newspaper Directory. Both advances are slight. The papers are represented in the East by R. J. Shannon, New York.

THE second issue of the *American Business Man* contains the first of a series of articles by R. W. Sears, of Sears, Roebuck & Co., upon "The Knack of Merchandising." Tom Murray, the advertising hatter of Chicago, writes on "Buying and Selling—a Business See-Saw." A photograph of Tom is shown—"face to face." The ordinary mortal knows him only by the back of his head, an illustration of which adorned all of his advertising for years.



Of late several inquiries have been received by the editor of Rowell's American Newspaper Directory in regard to the Guarantee Star. These come from newspaper and periodical publishers who have not secured the Star, but intend to do so before the 1908 Directory is published. To these, and other publishers, it will be interesting to know that any publisher who will furnish the Directory editor with a true statement of copies printed for a period of one year, made out in detail, or any publisher who did furnish such a report for the 1907 Directory, may now secure the Star Guarantee upon payment of \$100, which will be held as a permanent deposit to be paid to the first person who successfully controverts the accuracy of an annual statement furnished the Directory by the paper in question. However, no publisher who is not absolutely sure of the accuracy of his statement of copies printed would ever dream of applying for the Star Guarantee.

CHARLES A. MENET, New York, has added the Johnstown, Pennsylvania, *Tribune* to his list.

M. C. WATSON, Home Life Building, New York, has just been appointed eastern representative for the Superior, Wisconsin, *Tribune*.

THE *Globe*, Hartford, Connecticut, has recently removed from 25 Asylum street to larger quarters at 12 Central Row and installed a new mechanical plant.

THE *Insulator*, is an interesting house organ, published by the Standard Varnish Works, and designed by Stanley L. Wilcox, New York. Thirty thousand copies are sent out each issue. Advertising is being placed with trade publications and a circular campaign has been started.

THE National Horse Show at Madison Square Garden, November 18th to 23d, will be treated in story and picture in the New York *Times*, November 17th. The Pictorial Section will contain several pages devoted to half-tone illustrations of horses, and men and women connected with the Show.

THE *Herald*, Rome, Georgia, has been purchased from the Herald Publishing Company by Wilson M. Hardy and J. D. McCartney, who will incorporate under the name of the Daily Herald Company. The Herald Publishing Company will change its name to the Rome Publishing Company, and will engage exclusively in the job printing business, while the Daily Herald Company will have no job department. Messrs. Hardy and McCartney have for five years owned and operated the daily and weekly *Times-Enterprise* of Thomasville, Ga., the controlling interest in which now passes to F. W. Boyer and E. R. Jerger. The Rome *Herald* will be turned into an afternoon paper and a large amount of new machinery installed.

AUTUMN NUMBER
NOVEMBER 1907 PRICE 15 CENTS

METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE, CO
35, 37 WEST 29th STREET NEW YORK

An average monthly increase of twenty-two per cent (22%) in cash advertising for the past seven months is reported by THE METROPOLITAN MAGAZINE.

THE name of the George J. Bailey Company, advertising agents in Cleveland, has been changed to the Bailey-Gunn Company, and an office has been opened in Winnipeg, Canada, in charge of Walter E. Gunn.

Farm and Fireside of Springfield, Ohio, has a strictly paid-in-advance subscription list. The advertising rate of \$2 a line is based on an issue of 400,000 copies, although the regular issue has been 475,000 copies for some time.

SOMETHING new in calendars comes from the Coupon-Calendar Company, 110 West 34th street, New York. Alternating with the monthly calendar leaves are addressed post-cards, upon the back of which is printed a request for any sort of information or samples, which the firm distributing the calendar may wish to furnish.

PITTSBURG has a new Advertising Agency called Hill & Stocking, composed of Albert P. Hill and Clifford J. Stocking, both of whom have been associated for many years past with the W. S. Hill Company of that city.

"FILM Rental Facts" is the name of a small booklet issued by the Greater New York Film Rental Company, which supplies moving picture shows with films to amuse a jaded public. This company, in addition to its booklet advertising, has regular space in the *Billboard* and *Clipper*. In six months' time eighty concerns have been enrolled for the film service, chiefly through advertising. A. M. Weiss is advertising manager.

Patent Medicines.

On October 1 a restrictive law relating to patent medicines went into operation throughout the whole of the German Empire. This new law supplants the legislation by the Imperial Government in 1903 by which it was required of the manufacturers of patent medicines to state on the packages of their goods the ingredients they contained and the quantities used in their composition. The new law goes much farther, says the *Advertising World*, of London, and is so drastic, especially in regard to advertising, as to make the sale of patent medical compounds of extremely small importance, if possible at all.

It enacts that the exteriors of bottles, tins and other vessels containing medical compounds shall bear conspicuously printed upon them (A) the name and address of the firms manufacturing them and (B) the name and address of the retailer who sells them. (This does not apply to wholesalers.)

It forbids the use of any written or printed statement in praise of the article or compound, any testimonial or recommendation or anything in the nature of an advertisement or an inducement to buy.

Chemists and all retailers are required to know the ingredients of the compounds if they sell them on their own responsibility. Where they do not or cannot know the ingredients of the articles and compounds they are forbidden to sell them except by order of a qualified doctor, dentist or veterinary surgeon (in the latter case the article must be for the use of animals only), and a separate order, duly signed and dated, must be received for each separate supply. The retailers must also see that medicines, which they can only supply to the order of one of these qualified practitioners, bear labels which conspicuously state their condition.

Lengthy lists of patent medicines governed by these restrictions have been officially circulated, and it is enacted that public advertisement of the articles mentioned is strictly prohibited, the term advertisement to include anything and everything whatsoever in the nature of an advertisement, directly or indirectly, such as an announcement offering to supply on request printed matter, the object of which is to further sales.

Among the patent medicines included in these lists are:

Elliman's Embrocation.
Dr. Williams' Pink Pills.
Beecham's Pills.
Warner's Safe Cure.
Warner's Safe Remedies.
Rice's Lymphol.
Ray's Pills.
Morrison's Pills.
Albert's Remedies.
White's Eye-Wash.
Mother Siegel's Syrup.
Mother Siegel's Curative Compound.
Blair's Gout and Rheumatic Pills.
Battle's Bromide.
Ayer's Cathartic Pills.
Mariana Wine.
Vixol Preparations.

It should be observed that the new law applies to all patent medicines offered for sale in Germany, whatever the place of their origin. The list referred to, which it was stated was only a preliminary one, and open to amendment or extension at any time, contained the names of no less than one hundred and fifty-three specialties.

THE J. W. Morgan Agency, New York, has recently designed an interesting little booklet "The Wonderful Story of Calox," for McKesson & Robbins. The story is told by a mother to her young children. This agency has also prepared a booklet entitled "The Whys and Wherefores of Fall Spraying," showing the usefulness of "Scalecide" a soluble oil for spraying, manufactured by the B. G. Pratt Company, New York.

TO SHOW that the Commonwealth of Pennsylvania might have fared worse than it did, in the matter of the new Capitol building, the Harrisburg *Telegraph* has issued a quarto volume of 160 pages, devoted entirely to the new building. The book contains a chapter devoted to the history of the Pennsylvania capitol, and an account of the dedication ceremonies. It is richly illustrated with half-tone engravings, and after examining these one is apt to be of the opinion that Pennsylvania has a Capitol to be proud of, even if it did cost her too much money.

Printing par Excellence.

Two samples of high-grade catalogue printing have been received from R. R. Donnelly & Sons Co., Chicago, who devote especial attention to the production of advertisers' booklets and catalogues of the best sort.

One of these samples is a catalogue of Stevens-Duryea Automobiles. The book consists of sixty-four pages, plate paper, bound in green board, embossed in gold. It is printed throughout in two colors, and is illustrated with full-page three-color half-tones of the various designs of automobiles which the company makes. The smaller half-tones of the book, to illustrate features of the Stevens-Duryea machinery, are especially clear and accomplish their purpose admirably. Machinery catalogues, which demand illustrations that will faithfully reproduce intricate mechanisms, are so often filled

with weak, flat half-tones that the illustrations in the book in question deserve the greater commendation.

The second book is entitled "Ancient and Modern Safe Depositories," and was issued in the interests of the Northern Trust Safe Deposit Company, of Chicago. The text is a description of methods employed at different periods in the world's history to safeguard treasure, followed by information regarding present methods, used by the Northern Trust Safe Deposit Company. The illustrations are drawings of ancient ways of protection and vignettes of modern methods. The cover is most striking, bearing an embossed illustration of the old key of Independence Hall at Philadelphia, through the handle of which a ribbon is run, which passes entirely around the book and is tied at the side.

Both of these products were designed, engraved and printed by Donnelly & Sons Co., and the automobile catalogue was edited, also, by this company. Judging from the samples the Donnelly people may feel safe in assuring customers that the advertising matter they turn out will be preserved.



A LATE AUTUMN COVER.

BUSINESS GOING OUT.

THE Volkmann Agency, New York, is asking rates on some book advertising.

THE McCracken Agency, New York, is offering "Quininetts," a medical preparation, to newspapers.

BEECHAM'S PILLS are being advertised in newspapers by the Morse International Agency, New York.

COPY for C. A. Coey, mail-order automobiles, is being sent out by the Long-Critchfield Corporation.

MAGAZINE advertising for the "Swoboda System" is now being handled by the Long-Critchfield Corporation.

GEORGE M. SAVAGE, Detroit, is placing some advertising with newspapers for the Hotel St. Claire of that city.

J. L. STACK, Chicago, is placing 1 time orders with weekly newspapers for the Aer Motor Company, Chicago.

C. IRONMONGER, New York, is placing copy for the Ada-Lur-Iem Medical Company and for Bass's ale with newspapers.

THE Gundlach Agency, Chicago, is using space in newspapers, advertising the D.D.D. Company's patent medicine.

THE McFarland Publicity Service, Harrisburg, is asking rates on 2 inches, 30 times, twice a week from newspapers.

C. E. SWETT, Chicago, is making 1,000 line contracts for the W. J. Sheldon Company, mining stock, with newspapers.

HOMER W. HEDGE & COMPANY, New York, are using space in over one hundred newspapers advertising the Jaeger products.

THE De Luxe Motor Car Company of Detroit is placing its magazine page copy through Long-Critchfield Corporation in a large list including all of the highest class general magazines.

THE W. E. WRIGHT & Sons Company's Bias Seam Tape is being advertised in magazines by J. W. Morgan & Company.

DR. I. A. DETCHOR, Crawfordsville, Indiana, is putting out a reader, e.o.d., advertising a patent medicine in newspapers.

THE Tiffany Studios, New York, are being advertised in local papers by the Frank Presbrey Agency of that city.

N. W. AYER & SONS, Philadelphia, are placing some advertising for the Frederick A. Stokes Company, New York, publishers, with newspapers.

NEW cards for the Hudson River Day Line are being placed in New Jersey street cars through the J. W. Morgan Agency, New York.

J. WALTER THOMPSON, New York, is using space in newspapers in a few of the eastern States to advertise Genuine Bangor Slate.

STUDEBAKER BROTHERS' copy for the next season is under preparation by and orders going out from Long-Critchfield Corporation.

GREEN'S CAPITAL AGENCY, Washington, D. C., is using space in daily newspapers for the Mertz preparations, 5,000 lines, copy to run every day.

J. WISS & SONS, Newark, are using space in newspapers, 4 inches, twice a week, 26 times, to advertise their razors, through the George Batten Agency, New York.

THE Reliable Incubator account, one of the largest incubator accounts in the country, has just been transferred to the Long-Critchfield Corporation, which will soon be placing orders for copy now under preparation.

DAUCHY & COMPANY, New York, are using space in daily papers generally for Liebig Extract of Beef, 129 inches, e.o.d. NEW copy for Kalamazoo Stove advertising is being sent out as usual by the Long-Critchfield Corporation.

CALOX toothpowder is being advertised in the street cars of Toronto and Montreal by the J. W. Morgan Agency, New York. SLEEPY EYE FLOUR will soon be advertised in large newspaper spaces in Kansas City territory through Long-Critchfield of Chicago.

CHARLES L. DOUGHTY, Cincinnati, is asking rates on 5,000 lines for the Leach Chemical Company, of that city, from newspapers. W. C. OTTERSON, New York, is placing copy for Palatal, a castor oil preparation, with newspapers, direct; 1 inch, 52 times, once a week.

THE Long-Critchfield Corporation is preparing new 1908 copy and schedules for Ralston Health Food and Purina Whole Wheat Flour. AMERICAN HOMINY COMPANY, Indianapolis, is being advertised in newspapers, 5,000 lines to be used within a year, by Russell M. Seeds, of that city.

READERS for Horlick's Malted Milk are being sent to newspapers, for six insertions, through the J. Walter Thompson Agency, Chicago. THE Frank Presbrey Company, New York, is sending out copy for the New York and Porto Rico Steamship Company, to newspapers, 21 lines, 44 times.

MAIL-ORDER publications are getting the new season's advertising for the Burdett Organ through Long-Critchfield of Chicago. Copy for the "Masterpiece" razor, C. Klauber & Brother, New York, is being sent to magazines and weeklies by J. W. Morgan & Company, of that city.

THE N. W. Keane Agency, New York, is placing some advertising for Sanderson's Mountain Dew Scotch whiskey, with magazines. O. L. CHASE—"The Paint Man"—of St. Louis, is already well into his season's campaign, with large copy, including pages prepared and placed by Long-Critchfield Corporation.

SOME lamp advertising for Duffner & Kimberly, New York, is being placed with newspapers by the Frank Presbrey Agency, of that city. THE Rochester office of C. F. Wyckoff & Company is making contracts for 10,000 lines for the Menter & Rosenblum Company, a credit house, with newspapers wherever the above firm maintain stores.

THE Waterman Institute, New York, is being advertised in newspapers, copy to run e.o.d. for a year, by the Volkmann Agency, of that city. THE Kalamazoo Sled Company of Kalamazoo, Michigan, is beginning a season's campaign for which Long-Critchfield Corporation are sending out orders to mail-order and general publications.

LONG-CRITCHFIELD are sending out January copy for Cream of Wheat in the form of colored pages and covers from a painting by Henry Hutt. ANDREWS & COUPE, New York, will use space in magazines to advertise the Red Dwarf Ink Pencil (Imported), D. Wood & Company, New York, United States sales agents. Quarter page copy will start with the Saturday Evening Post.

THE largest newspaper advertising campaign ever made for a Food Product is heralded by the placing of contracts for 10,000 lines in sixty days, in Kansas City newspapers, by the Long-Critchfield Corporation of Chicago. This campaign is to introduce "Koffe-no."

J. W. MORGAN & COMPANY, New York, announce that the Calox toothpowder and Tartar-lithe lists are closed; both products are manufactured by McKesson & Robbins, of that city.

THE Long-Critchfield Corporation is placing orders for full pages in leading agricultural publications for the Huttig Mfg. Co., of Muscatine, Iowa, makers of Huttig Green Flag Rubber Roofing.

THE Ben Leven Agency, Chicago, is using space in large Sunday papers, 2,500 lines contract, for the American Clock Company, and is sending out 1,140 line orders for Pierce Underwood, Chicago, a mining proposition.

STANLEY L. WILCOX, New York, is making yearly contracts with newspapers throughout the United States, for the American Remedy Company (selling agents National Home Remedies Company), for their products, 4 inch display copy.

THE Heller-Barnham Agency, Newark, N. J., is handling the advertising of "Rubberset" Shaving Brushes in magazines and weeklies. They are also sending out advertisements in large space for the Tea Tray Company of Newark, N. J.

THE Swedish Electric Vibrator advertising for covers in such mediums as the Associated Sunday Magazines, Illustrated Sunday Magazines, *Magazine of Mysteries*, and three-quarter page space in a large list of standard monthly magazines is going out from the Long-Critchfield Corporation.

The products of the Kellar Strauss Distilling Company, St. Louis, are being advertised in newspapers by the Kastor Agency of that city.

STANLEY L. WILCOX, New York, is using space in New England newspapers, a series of 10, 5-inch double column ads. for Goetting & Company, perfumes.

THE Wm. Galloway Co. of Waterloo, Ia., is placing full page copy for the Galloway Manure Spreader and the Galloway Cream Separator, respectively, in a large list of agricultural papers through the Long-Critchfield Corporation.

THE German-American Advertising Agency, Philadelphia, is placing advertising amounting to \$12,000 with western and southern newspapers and a line of magazines. The advertising comes from the Hochfort Manufacturing Company, Hamburg, Germany. The German-American Agency has just moved into larger quarters at suite 243, Mint Arcade Building.

THE largest order ever placed in the agricultural advertising field has been given the Orange Judd List by the Long-Critchfield Corporation for the National Pitless Scale Company, Kansas City, including only page copy respectively, for the "Knodig" Pitless Scale, the "Knodig" Manure Spreader, the "Knodig" Cream Separator. Henry C. Gumbel, the head of the National Pitless Scale Co. has issued instructions to practically blanket the whole agricultural list this season and next. The list includes leading agricultural papers—all for full pages.



PRINTERS' INK & MOTHS

PRINTERS' INK, was for generations recognized by our grandmothers as a positive protection against moths, therefore, in addition to the **DOUBLE STRENGTH TARINE PROTECTION** in these sheets, every sheet is **PROFUSELY PRINTED** with **PRINTERS' INK** thus **AFFORDING EVERY KNOWN SAFEGUARD**



THIS INSCRIPTION APPEARS ON "MANAHAN'S TAR MOTH BAGS," AND SHOWS ONE USE TO WHICH PRINTERS' INK HAS BEEN SUCCESSFULLY PUT "FOR GENERATIONS."

REACHING THE PUBLIC.

How to tell everybody what you have got to sell is a thing that requires intelligent and serious consideration. Probably it is an insoluble problem. To speak to all requires a very large number of special and general mediums.

But it must be remembered that not everybody who advertises a profitable article, or who carries on a successful business, cares to address the entire public, as they serve only a limited locality.

The remedy which used to be called a "Universal Catholicon"—which is a slightly tautological title—has everybody as a possible customer. Therefore, its propaganda cannot skip, ultimately, any field or territory. Its proprietor may advertise it in installments, so to speak—in one vicinity after another—and, as business grows and profits are reaped, extend the area he wishes to address. It was very shrewd in Robert Bonner, for instance, to address at first a somewhat partial constituency. When he got the effects of that effort, and saw clearly what came from his wise foresight, he tossed in the very large sums that came to him in further well selected publicity.

And, he was not in any instance mistaken. He knew he was making a story and home paper that hundreds of thousands of people would want to read, and it turned out as he calculated. When they were told there was such a paper, they rushed to the news-stands to buy it.

It was he, I think, who first set forth, at large expense, a sample of the literature he purveyed. If he had a bright story to come out, he gave the opening chapter of it, or more, and, at the foot of it (which looked wholly like reading matter), he added:

"The rest of this story will be found in forthcoming issues of the *New York Ledger*."

This device, at the particular time it occurred, was a stroke of genius. The thousands who read the opening of the stories so presented, and who had no idea,

when they began them, what they were to run up against, at the bottom of the second or third column, did not neglect any one of them—writing to the editor, or going to the news-stand to buy the necessary subsequent numbers that would finish the entrancing story.

That was one of the ways that Mr. Bonner found effective in reaching the public. Later, or along with it he announced Sylvanus Cobb's stories, such as "The Gunmaker of Moscow," in whole columns in fact, making very often a whole page, by the mere repetition of that quoted title. This he himself called the "magnificently monotonous style."

The amazement this created was itself highly promotive of profitable publicity. For it made the readers of the *Herald* (and of other mediums where this reiteration was placed), first wonder and then talk.

But the old bottles will not always hold new wine. If Mr. Bonner were alive to-day, as a young man, he probably might need to devise some other ways than those which he worked over forty years ago. But whatever way he might invent would be far-reaching. It would attract everybody.

For those who cater to classes, or to special constituencies, the aim should be to address, so far as is practicable, only them. There is no beforehand recipe for doing this. The way must be psychologically studied out. If a few shots reach the disinterested, it must be remembered that they have friends whose different attitude they will perceive, and who will gladly awaken their attention to things pertinent to them.

No publicity message ever goes too far. It will fall on various grounds; but, except the desert and the rock, it will bring returns.

CONFIDENCE in yourself and your business, confidence in the honest intent and the inward goodness of the average American citizen—CONFIDENCE—put it down on the ledger as your most valuable asset.—*Advertiser's Magazine*.

ADVERTISERS BEFORE THE CHRISTIAN ERA—AND LATER.

XENOPHON, HOMER, VIRGIL, JULIUS
CAESAR, NAPOLEON AND OTHERS
SKILLED ADVERTISERS, IN THE
EYES OF THIS WRITER.

When an archaeologist and humorist ran back with the history of advertisement to Rameses II, he was following up a specialized line of human motives. Most entertainingly he tells us how Rameses II carved out all the old names on the monuments of generations and replaced them with his own. Out of the mist of the past float no end of stories that could be linked in with the desire for posthumous fame, and each one of them if it could be traced would in all probability be found to have its genesis in precisely the same ambition that worked in the mind of Rameses.

Occasionally, in older legends, we hear of other reasons, as when the Tower of Babel was built. But the tower was the folk-lore of an ancient and ignorant people when Athotes invented the hieroglyphics, and when Ozymandias, invading Asia from Egypt, caused his exploits to be represented in sculpture. So we may say with reasonable cause for our belief that advertising had its origin in the desire to perpetuate the name and fame of personages who presently made use of it for that purpose. Now, it is altogether likely that many of the old rulers and warriors of distant ages made use of other means which perished and left them posthumously childless to fame. But the ancient record cut in stone at Thebes and Memphis in Egypt, and in Nineveh and Babylon in Assyria, did survive, and it was not until Cadmus, who is credited with the creation of the alphabet over a thousand years later than Athotes, invented the hieroglyph that advertising had any other form of perpetuating itself.

We haven't any history of a very definite kind about the alphabet. The Egyptian alphabet

is credited to Memnon, a king of Egypt who lived about 1800 B.C. But Cadmus brought, in 1400 B. C., the Phoenician letters, fifteen in number, into Greece. They were originally Hebrew, Phoenician or Assyrian characters and changed gradually in form until they became the ground of the Roman letters now in use all over the world. What their use may have been, or what the uses of any collateral form of contemporaneous kind of advertisement, can only be left to conjecture.

There remains, however, the history, more or less decipherable, cut in stone, which tells posterity something of the curious and interesting life of the distant years, and also reveals with peculiar distinctness the existence of a spirit and desire for publicity which is such a marked feature of modern life. Probably those old timers did not know that they were advertising, but the builders of the Tower of Babel had the distinctive hallmark of publicity when they said "Go to, let us build a tower whose top may reach to the Heavens; and let us make a name lest we be scattered."

Such a consideration of distant periods opens up a field too wide for this article to enter, but with reference to individuals there are more concrete expressions of the advertising purpose, and it may not be too much to say that all the great names that survive in history have been perpetuated by the advertising instinct. It is only necessary to run over the chapters of ancient history casually to see how true this is, to observe that whatever the object was, man has always made use of the obvious method to preserve his history and his fame. Xenophon wrote the Anabasis, not to tell of a great victory, because the Ten Thousand had none to chronicle, but to tell of the resolution and spirit of the little army in Asia that faced and overcame obstacles, so that their countrymen should know how bravely they met them. The Iliad is the work of a sublimated press agent, who greater than

those he sings about survives, while his heroes have only the life he gave them. But it is not given to other kings, modern or ancient, to have such a press agent as Homer. When Virgil wrote the Aeneid he was advertising the past and giving assured fame to curious people who may or may not have lived, but who through his story have definite existence in the minds of posterity.

Passing by the mythological period we come down to historical facts in which we may have faith, and we may speak of the first effort at the publication of news by Julius Cæsar, date 60 B.C. when elected Consul of Rome for the first time. We quote from the last and probably final historian of the period, Guillaume Ferraro. "He (Cæsar) made an administrative reform which must have pleased the middle classes, and for which he deserves a small place in the history of journalism. It was he who originated what in modern language we should call the popular newspaper. There were people in Rome who sought to gain a living by doing something analogous to the modern journalist. They collected what they considered to be the most important and interesting public and private information of the day, and at regular intervals, every few days, they collected it into a small handbook and had it copied several times by a slave and distributed the copies to subscribers. Naturally, this was a luxury that only the rich could afford. Cæsar passed a decree that one of the magistrates should be entrusted with the duty of causing a reserve of all the important news to be inscribed on whitewashed walls in different parts of the city, with the arrangement that when the news was stale the walls should be whitewashed again for other news to take its place. In this way even the poorest people could be kept informed about all that went on. He also arranged that reports of sittings of the Senate should be made in a regular manner and

similarly put at the disposition of the public."

This is in fact the first history of the news being published; and while there is no suggestion of advertisement about it, the fact that it was issued by the administration gives us reason to believe that there lurked in its information much that would have the quality of colored publicity, and in modern times would be relegated to the columns set apart for that use.

Generally, Cæsar has been regarded in modern times as the first and best of press agents, with himself as his principal and his campaigns and his deeds as his story. He was, in short, a splendid advertiser. So were Pompey and Sulla, and Cassius, Marius and Cicero, and even Alexander and Philip of Macedon, Vespasian and Titus, Cataline and Brutus and Mark Antony, only they did not call it so in those early days.

We may say with soberness and truth that the existing corps of advertising agents has a long and honorable lineage, as direct as even the apostolic succession of more modern development. But the greatest of the veterans in publicity was Cæsar. The reason he has held his place in the world's history so stubbornly is because he assiduously cared for it by advertising, and as he wanted the job done well he did it himself. Modern methods of testing history have demonstrated that Cæsar was in fact an opportunist and a soldier of fortune. Everything that an adventurer could do he did, and failed time and time again. He married and divorced his wives; he stood in with pirates of the Greek Islands; he conspired against his government, but it was not until he appointed himself his own advertising manager that he began to be successful. It is a joyous story to the living profession to see how auspicious everything became for him and continued to be as long as he held the field to himself. He went off into Spain, that Pompey had subjected, and did it all over again, with the ad-

dition of the story which he himself submitted to Rome. It proved very successful and he attained the first great goal of his ambition, and was elected Consul. But Pompey came back from Asia Minor and was on the point of exposing him, so he went off into Gaul where there were no tale-bearers to contradict him and wrote the history of campaigns that he never conducted, at least with the sort of success he boasted of. He returned, after he had exhausted that field, and tried to do the same thing in Rome, by writing *De Bello Civile*. This was where his ambition overleaped itself and he met the Ides of March and the daggers of Brutus and Cassius. Here was a case where the advertising instinct overcame the man. Modern life is full of similar cases. St. Jacob's Oil and Sunny Jim furnish illustrations.

Then if he wanted to drag from history its greatest agent of advertising, who more eminent than Napoleon? There were scores of others before him. Charles V, Francis II, Henry IV, Henry VIII, Charles XII of Sweden, Peter the Great of Russia; but Napoleon made them all look small and trifling. Imagine a man engaged by the National Cash Register Company, or the Cream of Wheat people, who could catch the ears of the public with such a ringing sentence as Napoleon used to his army under the walls of Cairo on the eve of the battle of the Pyramids: "Soldiers, forty centuries look down upon you!" or before Vienna in the early winter's morning he cried aloud to his troops, "Behold the Sun of Austerlitz!" and the French have never lost sight of that splendid vision even to this day. Why C. W. Post, who has a good deal of the Napoleon about him, hasn't a sentence in all of his literature of publicity that sounds so entrancing a note to the public ear.

After all the literature of successful advertising must have the quality of being convincing. As a matter of calm fact the

pyramids did not look down from forty centuries. They were only a trifle over half as old and they did not gaze down at all. But the appeal to the imagination was present in the words and stirred the mingled poetic and martial souls of soldiers, as probably no others could. Nor was the sun the one of Austerlitz on that December day of 1805 in any sense that it was not on all other days of its rising. It was the same familiar sun. It was the spirit and instinct of a mighty advertising mind that grasped it for its use on that great occasion. Nor indeed is the advertising of history remarkable for its truth. It is, as used by the great warriors and statesmen of the past, an appeal to the imagination or the passions, and in such relations it has always been the most potent. Cromwell was no incompetent advertiser although he backed up his profession by great deeds. Wellington was another, and his orders to the army in the Peninsula are wonderful illustrations of effective and convincing English. In modern times Mr. Bryan advertises his theories, which have in the minds of a majority of the people little foundation in fact. He is too verbose to be an economical space writer for the publicity department of a great business, but apart from that fault what a successful one he might be.

Taken from the earliest periods of history to the present day, the art of advertising has been the science of great men. Their methods vary but their object is always the same, and their aim is attained on precisely the same principles that govern the trade and business of the world to-day.

R. E. R.

FOOLISH indeed is the man who brags of that which to him is the absolutely impossible. Equally foolish is the advertiser who boasts of merits which his product does not possess.—*Advertiser's Magazine*.

Nor to have read a newspaper ad for a month would be as unhappy a fate as not to have read a single item of news in that time.—*Louisville Courier-Journal*.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,998 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1831. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to **THE EVENING AND SUNDAY STAR**. Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago. (◎◎). Actual average circulation for 1906, 15,866.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,097 weekly, 17,706 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. The medium through which to reach textile mills using 1,835,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

ENGINEERING NEWS (◎◎).—A periodical of the highest character.—*Times, Troy*.

NEW YORK DRAMATIC MIRROR (◎◎). The leading theatrical paper of the world.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 8,300 weekly. **MCGRAW PUBLISHING COMPANY**.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 20,791 (◎◎). Specimen copy mailed upon request. D. T. MAILLET, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. **MCGRAW PUBLISHING COMPANY**.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Thr. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1906 was 18,827. **MCGRAW PUBLISHING COMPANY**.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of **The Daily Press**, for 1906, 109,548; **The Sunday Press**, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL**. Circulation 15,558, flat rate.

A Thousand Million

dollars will be seeking investment in the South and Southwest before January. We know this splendid field thoroughly.

Armistead & McMichael,
Inc.,
General Advertising Agents,
ATLANTA, GA.

When

ADVERTISING

Use

APPLETON'S

because we print under every page of advertising this much-approved line:

When writing MENTION

APPLETON'S,

*When buying AVOID
SUBSTITUTES.*

No Alluring Discounts

Your inks are O. K. No more \$3.00, \$4.00 or \$5.00 a pound ink for me, when I can get the best (yours) for \$1.00.

J. H. FAIRCHILD, Pub'r *Autograph*,
Portville, N. Y.

Many of the small printers throughout the country, who have been paying from \$2.00 to \$5.00 a pound for colored inks, cannot understand how I can afford to sell the best for \$1.00 a pound. They are rather unsophisticated as to the methods of selling inks, and are not aware of the varying discounts offered by the credit ink houses. These discounts are never granted unless asked for, and they vary according to the argument put forth. My method of doing business has been on a strictly net cash basis, and when the money does not accompany the order I hold on to the goods. Money back to dissatisfied purchasers. Send for my sample book and price list.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street,

New York.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE:
 CRITICISM OF COMMERCIAL ART, MATTER SENT TO MR. ETHRIDGE.

This department has so often harped upon the value of clean white space that it may appear incongruous to criticise the Iver Johnson Company design reproduced herewith, but a good idea

to save time and trouble through the purchase of a superior article.

* * *

The 57 varieties whose appetizing odor is the only redeeming feature of Pittsburg, must hide their diminished heads before the thousand varieties of Mr. Durkee of New York, who seems to make things for people who own yachts and other craft. The thing that possibly weighs heavily on Mr. Durkee's mind is that the page upon which this adver-



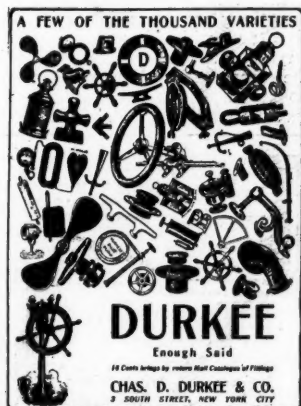
No. 1

has gone wrong in this case, and the scattering type and pictures miss their aim. The two silhouette policemen at the top are not impressive and do not constitute a direct appeal to the purchasers of automobile accessories.



No. 2

The arrangement shown in illustration No. 2 is open and distinct and is dignified enough to attract the attention of a man with an expensive machine, who wishes



tisement originally appeared was only about 7x9 and therefore many of the thousand varieties could not be crowded in. The caption—and practically the entire copy of this advertisement—is "Enough said," which seems a little strange as there really isn't anything said at all. It would seem as if it were wiser to show fewer antiquated woodcuts in one advertisement—and, unless Mr. Durkee has a monopoly—give a few facts about the goods which would be of interest to the possible purchaser. At any rate this advertisement should be pre-

served as a curiosity and a new feat in compression.

Here's a newspaper advertisement of Reed & Barton Co., which is a fairly good example of the dignity which this class of advertiser always seeks. Silversmiths, high-class stationers and merchants in similar lines of business set great store by the dignity of their announcements, and are extremely critical when it comes to type and display. In this particular the appearance of the advertisement is dignified enough and in the original was fairly legible—which is more than can be said for many dignified efforts. It is plain, however, that there is something wrong with it, as it does not make a good impression when it meets the eye. That something wrong is found in the signature, which is altogether too large for the rest of the text. If the signature had been set in type no larger than the address "Fifth Avenue and 32d St." and the

upper left hand corner is something hideous to behold. Notwithstanding these serious defects, it might be surprising to know the results which an advertisement of this character can produce. This is true for the reason that every article is illustrated—in a crude way it is true—but the illustration is there. The

body had been set in the larger type which the saving of space would have permitted, the finished result would have been more legible, clearer and far better balanced.

The Schaller-Hoerr Co. has succeeded in advertising in one single trade paper page an asphalt roofing, ready mixed paints, doors, window frames, mantels and other things. This advertisement is extremely crude in appearance, and the illustration of the vociferous gentleman in the

The Best Roofing in the World

\$125 per 100' SCHOERR FLINT SURFACING NEVER LEAK ROOFING



**Every
Roof's
Best Bet**

The only waterproof roofing that can be laid over existing roofs. It can be used before, during or after the roof is torn down. Proven for better than 40 years, Schoerr's has been used on every other flat roof in the country. It is the only waterproof roofing that can be laid over any roof and under any weather conditions. It is the only waterproof roofing that can be laid over any roof and under any weather conditions. It is the only waterproof roofing that can be laid over any roof and under any weather conditions.

**ABSOLUTELY
PERFECT**

NEVER LEAK ROOFING

Send for Samples or Call Representative/Showman at Once

Price per 100' 125.00
Price per 50' 62.50
Price per 25' 31.25

LOOK AT THE WEIGHTS

**ALL QUALITY
PRODUCTS
FROM
SCHOERR**

100' 125.00
50' 62.50
25' 31.25

100' 125.00
50' 62.50
25' 31.25

**WINDOW
FRAME \$4.25**

100' 125.00
50' 62.50
25' 31.25

PAINT

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price of every article is given and prominently displayed so that the man in the market for such things not only gains a pretty fair idea of what he is going to get, the size, character and style of it, but the price as well. In appearance this advertisement is very sad, but there are some things in it which the ad school graduates might study to his advantage.

PITTSBURG'S GROWTH.

In 1811 Pittsburg contained 767 houses and had a population of 4,000. Now it is the seat of the greatest industries of the United States; has a population aggregating about 1,000,000 that lives within its environing towns, of which there are three chartered cities and 57 boroughs. The surrounding territory, of which Pittsburg is the commercial and financial capital, embraces a population approximating 10,000,000.—*Pittsburg Press*,

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (100 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

WANTED—A firm or story paper of 1,000 to 5,000 circulation. Send full particulars. Box "T," Webster, Mass.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 118 Dearborn St., Chicago.

WANTED—Will purchase good monthly mail order publication. Give full particulars. Address "MAIL ORDER," Printers' Ink.

ADVERTISING SOLICITORS. One in each large center for \$3 magazine. (Commission only. Address "P," Box 2, Station N., N. Y. City.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

SALES manager, experienced, to direct force of travelling men. Good opportunity for retail producer. Salary according to ability. HAPGOODS, 305 Broadway, N. Y.

YOUNG MAN, age 26 years, desires position as Advertising Manager of small daily. Have had best of practical experience. Energetic, enthusiastic and capable. "B. G. G.," Printers' Ink.

STAMPS.

WILL BUY U. S. unused postage stamps; any quantity up to \$1,000, by Nov. 1. "A. S. M.," P. O. Box 1195, New York.

WANTED—A business manager, with capital, to join hands in publication of farm books, newspaper and literary magazine. Address "GOOD PROSPECT," care Printers' Ink, 10 Spruce St., New York City, N. Y.

EDITOR

Fully equipped and experienced, editorial manager and writer, desires position in charge of important newspaper. "HAMILTON," Printers' Ink.

WANTED—Young man with some experience in newspaper or general advertising. Must be able to write convincingly. Good opportunity in a advertising department of large manufacturing concern in Middle West. Address "FOSTER," Printers' Ink.

WANTED, by large advertising organization. Advertisement writer with high-class soliciting personality. Age, 25 to 30. No soliciting experience needed. Present duties, writing. Soliciting to develop when familiar with business. Box "K.," Printers' Ink.

WANTED—Advertising writer. Advertising Agency located in a large Middle-Western City wants good copy man. Prefer one who has had agency experience. Splendid opportunity for advancement. Address, stating salary expected and experience. "S. H.," Printers' Ink.

POSITIONS NOW OPEN—Ad. Writer, Pa., \$50-75; Solicitors, Mich., \$25-30; Ohio, \$20-25; Ct., \$25; N. J., \$30; N. Y., \$30-35. Business Manager, Mich., \$30; Ct., \$25-30; Pa., \$30. Act quickly. Booklet No. 7 is free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISERS' MAGAZINE—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

A FIRM of English publishers controlling a series of important trade papers is anxious to make arrangements with a live Agent in America to represent them. An application would be entertained from a successful advertising solicitor prepared to take up this agency exclusively. Write to "PUBLISHER," care Elliott, Young & Co., 10 Mumford Court, Milk Street, London, E. C., England.

A D-WRITER seeks position—Young man; beguinner; capable, intelligent, original, and have plenty of push. Powell graduate. Address W. J. FITZPATRICK, Schaghticoke, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

CIRCULATION

THE HEART OF A NEWSPAPER.

WELL-KNOWN CIRCULATION MANAGER is open for position November 1st. Thirteen years' experience; practical common-sense ideas and schemes. Results guaranteed. References. Address "JACEY," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

WANTED—A man to take charge of the advertising and Stationery Departments of a very large manufacturing company selling goods to the retail men's furnishing goods stores. In replying, state fully your experience, giving complete list of references, and if possible send a few specimens of advertising matter that you have prepared, and state if you are familiar with the work of ordering printing and stationery supplies. Give age, and state whether married or not, and salary expected.

Address "F.," Box 426, Printers' Ink, New York City.



OFFICE SALESMAN

Wanted—\$125 a week.

During the past week I have had calls for Head Correspondent in big mail-order house (will pay as much as man is worth—\$50 a week up), from a big advertising agency, willing to pay up to \$125, or will take inexperienced man and train him—and various others. All these firms preferred men personally trained by Sherwin Cody.

I could not supply the men, but I have now prepared a new training course to fit men to fill just these positions, which I will give by mail personally; class strictly limited to 50. Graduates will be given positions at good salaries if competent. SHERWIN CODY, 1421 Security Bldg., Chicago.

MAN WANTED

By one of the largest advertising concerns in the country, an executive Office Manager. Must be practical, thorough accountant, broad, diplomatic and tactful. A real future for the right man. Location Chicago. Address, stating fully, experience, age and compensation expected at start,

"MANAGER,"
care Printers' Ink.

A THRIVING Western Advertising Agency wishes to get in touch with a few more energetic, capable advertising men. Men who feel that they are capable of bigger things if their position admitted and opportunities offered. Men wanted for all departments. Solicitors, Copy Men, Artists, Late Men, Service Men. Write, stating age, experience and salary required, "M. K., Printers' Ink."

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

PAPER

BASSETT & SUTPHIN,
62 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

ADVERTISING MEDIA.

THE TROY (OHIO) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

PRINTING.

OUR choice of printing consumers keep us continually busy. On receipt of your date, we can easily demonstrate whether or not your choice and ours is identical. Perhaps it may lead to mutually profitable business! Who knows? Why not write now! **THE BOULTON PRESS**, Drawer 94, Cuba, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York.
925 Chestnut Street, Philadelphia.

GARFIELD ADVERTISING COMPANY, 1909 Broadway, New York, General Advertising Agents. Mail order and classified advertising a specialty.

ALBERT FRANK & CO., 26 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. Benj. R. Western, Propr., Est. 1877. Booklet.

HALF-TONES.

WRITE for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES.
1 2x3, 75c.; 3x4, \$1; 4x5, \$1.60.

Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line reproductions: 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, (cash with order). All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

POSTAGE STAMPS.

25 OFF, ungrummed, unused, U. S. c. o. d. **ORSEK**, Buyer, 304 Milwaukee Ave., Chicago.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADVERTISING EXPERT.

PUBLISHERS—I can put your advertising department on its feet. Thirty successful engagements; work done on educational and scientific lines; copy prepared. **J. A. WILSON**, Advertisement Expert, care Printers' Ink.

ADVERTISING NOVELTIES.

USE advertising novelties. Buy direct; 3 samples, 10c. **J. C. KENYON**, Mfr., Owego, N. Y.

EVERY conceivable kind, from all manufacturers. **E. W. FRENCH CO.**, 1 Reekman St., opposite Postoffice, New York.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

PRESSES.

PRINTERS, ATTENTION!—We have a number of Cylinder Presses, different sizes and makes, at exceptional prices. Presses rebuilt and guaranteed by us. **RATHBUN & BIRD CO.**, Printers' Machinists, 33 to 45 Gold St., N. Y. City.

BOOKLETS.

BOOKLETS 1 M. \$1.00 4 M. \$2.25
2 " 14 " 5 " 24
3 " 18 " 10 " 40
8 pages, 5 1/2 x 3 1/2. Good paper. Sample free. **THOMAS H. STUART**, 45 Rose St., N. Y.

BILLPOSTING AND DISTRIBUTING.

8,000 PASSENGERS DAILY

from Danville-Illinois Interurban Station. Electric lines run through rich farming country and into the mining districts; rich farmers, well-paid laborers, the kind of people you want to reach. Advertising spaces, 2 1/2 x 3 1/2 inches, \$1 per month. **R. C. PARKS**, Danville, Illinois.

VARNEY & GREEN control the posting in more than thirty California towns and cities, including San Francisco, Oakland, Alameda, Berkeley, San Jose and others in the north; Los Angeles, Santa Barbara, Riverside, Redlands, San Bernardino and others in Southern California. San Francisco office, Stevenson near 14th St., Los Angeles office, 239 San Pedro St.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept. for pasting mailing wrappers. No other paste so clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEPARTMENT**, Rector Building, Chicago.

PATENTS.

PATENTS THAT PROTECT.

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Estab. 1869.

PRINTERS' MACHINERY FOR SALE.

FOR SALE TWO BROWN FOLDING MACHINES

Used less than one year.

Address "W. J. K."
Box 968, Buffalo, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list, price illustrated catalogue. (C) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

COIN MAILER.

\$2. 60 PER 1,000. For 5 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

ADDRESSES FOR SALE.

5,000 LIVE names and addresses of farmers, mostly hand written, just complete. \$2.50 per 1,000; the 5,000 for only \$7. J. F. CHERY, Myra, Pa.

FOR SALE.

FOR SALE—An established publication, making money, situated in the largest city of the great Southwest. No "down and out" proposition. Has splendid advertising clientele. Subscription large and bona fide. Owners have other business demanding attention. Books open for inspection. We have nothing to conceal or give away. Older publication of its kind in Southwest. Is making money, and if you are from Missouri we "can show you." Is for sale—not to give away. Address "TEXAS," P. O. Box 890, Dallas, Texas.

FOR SALE.

Dry Goods and Ladies' Ready-to-Wear Store. Most prominent location and store in best town in southern Indiana. Population, 10,000. Stock can be reduced to \$5,000; sales this year \$30,000 (profit \$3,000). Poor health only reason for selling. No gold brick—an absolutely legitimate proposition that is making money. Investigation invited.

LIVINGSTON BROTHERS,
BEDFORD INDIANA.

TYPEWRITTEN LETTERS.

IMITATION TYPEWRITTEN LETTERS

I operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewriter type, furnishing

TYPEWRITER RIBBONS EXACTLY MATCHING.

Send for samples and prices. You will wonder how it is possible for me to produce such perfect work at so low a price.

To those operating their own Multigraph departments I am prepared to furnish supplies at the following prices:

Multigraph Ribbons, 8 inches wide, black, blue, purple, green or red, per dozen..... \$18

Typewriter Ribbons, exactly matching, per dozen..... \$4

Special prices to large users.

M. M. ROTHSCILL
Circular Letter Specialist
96 Fifth Ave., Chicago, Ill.

DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

CURRENT TOPICS LIBRARY.

"A ROYAL ROAD TO KNOWLEDGE."—Millions of up-to-date pictures and clippings. Every topic, from all sources, classified for instant reference. Call, phone or write, THE SEARCH-LIGHT INFORMATION LIBRARY, 341 Fifth Ave. (opposite the Waldorf). Tel. 1544 Mad.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

PUBLISHING BUSINESS OPPORTUNITIES.

MONTHLY TRADE PAPER.
Has age and high standing.
Good circulation. Gross business, \$21,000.
Makes for owner over \$5,500.
Price \$20,000, or Jersey real estate.
This is an exceptional opportunity
For good advertising man to start business.

EMERSON F. HARRIS,
Broker in Publishing Property,
233 Broadway, New York.

POST CARDS.

Post Cards, \$5.85 per M. from your photo.

We make our Biotone post cards
From any photograph at \$5.85
Per single thousand. Lower
Rates for quantities
No better cards of the kind made
By anyone. A fine advertising
Proposition. Send for samples.
Address our nearest house.

BARNES-CROSBY COMPANY

215 MADISON ST., CHICAGO.
132-134 W. 14TH ST., NEW YORK.
214-216 CHESTNUT ST., ST. LOUIS.

POST-CARDS

MADE FROM YOUR PHOTOS
The Best That's Made

SEND FOR FREE SAMPLES
CURT TEICH & CO., Inc. CHICAGO.
Largest Manufacturers of Post-Cards

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE FIRST NATIONAL BANK OF NAPA,
United States Depository.
NAPA, California.

Editor Ready Made Department:

DEAR SIR—Your department on April 24th suggested a series of ads for a bank, based on the ad of the Bank of Dakota County, Jackson, Nebraska, viz., to give one reason at a time for the absolute safety of money deposited in a bank, and then to finally print the whole ad again.

I enclose a series of ads worked out on this idea. Should be pleased to know how they read to you.

Thanking you as usual for your friendly criticism, I am,

Very truly yours,

(Signed) E. L. BICKFORD, Cashier.

I am very glad that somebody has adopted my (?) idea, but especially pleased that it has been worked out so thoughtfully and so much in detail. It is based on the well known "one-thing-at-a-time" principle—the fact that a man will more easily absorb and remember things that are presented in this way, than when they are thrown at him in a mass, with no special prominence for any one of them. Then, after being presented, clearly and forcibly, one at a time, giving each a chance to fix itself in his memory, a brief statement covering all recalls and emphasizes each of the points previously made. The preliminary announcement is good, too. Here they are:

ABSOLUTE SAFETY.

It is easy enough to talk of the absolute safety of any bank, but we prefer to back it up with some "reason-why."

Thursday of this week, in this column, you will find the first reason. There will be others to follow in immediate succession.

See whether you think they are good.

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

SIX REASONS

which emphasize our statement that

money deposited with the First National is "absolutely safe."

THE FIRST REASON—

Its officers have had over twenty years of banking experience.

Our President, Mr. H. P. Goodman, has had twenty-eight years of bank experience.

Our Cashier, Mr. E. L. Bickford, has been engaged in banking for twenty years.

Our Vice-President, Mr. J. A. McClelland, was for fourteen years a Director of the Goodman & Co. Bank.

One of the members of our Finance Committee, Mr. H. A. Crawford, was for twenty-one years a Director of the Continental National Bank of St. Louis, and during a portion of that time, one of its Vice-Presidents.

Nearly all of the members of our Board of Directors have been directors of other Banks before their service in the First National.

If experience is worth anything, the First National Directors are surely competent to safely manage the funds entrusted to their charge.

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

THE SECOND REASON

of the six which we were to give in support of our statement that "money deposited in the First National is absolutely safe."

Its money is not loaned in large amounts to any one borrower, nor (except on collateral and in limited amounts) to its own officers and directors.

The National Banking laws restrict the amount which can be loaned to any one person, firm or corporation. State banks have no such wise restriction.

Comptroller of the Currency Wm. B. Ridgely, says, from his wide experience:

"No National Bank whose officers strictly obeyed the National Bank Act ever failed—not one. It may be almost said that not one which did not make loans in excess of the limit has ever failed."

Our last sworn statement to the comptroller showed that there was not a single loan in this bank in excess of the limit, or in violation of the law.

As to the amount of loans to officers and directors, here is the way it stands to-day: \$15,250 (all secured by listed bonds or stocks) out of a total in loans and investments of \$402,910.

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

REASON NUMBER THREE—

to prove that deposits in the First National "are absolutely safe."

Every officer is bonded under a Surety Company Bond, and a burglary insurance policy is carried on coin on hand.

The fidelity of our officers and employees is guaranteed by two of the largest companies doing business in the United States.

Modern equipment and electric burglar alarms guard our money, but in the event of any possible burglary or "daylight hold-up," the United States Fidelity and Guaranty Co. (with their capital of nearly two million dollars), steps in and pays the loss.

Neither the depositor nor the Bank are taking any chances with the safety of the funds deposited in the First National.

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

ANOTHER REASON—NUMBER FOUR.

The general record of National Banks in California, guarantees (under experienced management), perfect safety to the depositors of a National Bank.

It is a fact, which we have printed before, that but one National Bank in this State has failed in the past ten years, and that one, a few weeks after, paid a hundred cents on every dollar to its depositors.

And throughout the country as a whole, National Banks (in the words of Comptroller Ridgely) "show an unequaled record of soundness and safety."

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

THE FIFTH REASON.

The First National has ample capital and surplus to provide for any possible losses that might occur.

To its capital of \$50,000 it adds a surplus (nearly all earned in the three years since organization) of \$20,000. Under the National Banking laws, moreover, the stockholders can be called upon to pay in an additional amount of \$50,000 in capital at any time it may be necessary.

This makes over \$120,000, which stands back of the depositor, which the bank must lose before he could lose a cent.

Under the First National's system of making restricted loans, and of safeguarding its funds, such a loss, under any conditions whatever, is absolutely impossible.

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

THE LAST REASON—NUMBER SIX.

We say "the last reason"—not that

there are not plenty more. that are good—but because we were to print but six reasons in proof of our contention that "your money, deposited in the First National, is absolutely safe." Here it is:

"The National Banking laws (the strictest and best known), govern the bank's business, which is all under government supervision and inspection."

Five official sworn reports (of the condition of the bank) are made each year to the U. S. Treasury Department. In addition, the bank is examined by the National Examiners, who, twice a year, without notice, check everything up in person.

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

SIX REASONS.

Here are the six reasons we have given to prove that "money deposited in the First National is absolutely safe." Taken altogether, we think they make a strong showing.

First—Its officers have had over twenty years of banking experience.

Second—Its money is not loaned in large amounts to any one borrower, nor (except on collateral and in limited amounts) to its own officers and directors.

Third—Every officer is bonded under a Surety Company Bond, and a burglary insurance policy is carried on coin on hand.

Fourth—The general record of National Banks in California guarantees (under experienced management) perfect safety to the depositors of a National Bank.

Fifth—The First National has ample capital and surplus to provide for any possible losses that might occur.

Sixth—The National Banking laws (the strictest and best known) govern the bank's business, which is all under government supervision and inspection.

"As safe as a government bond."

THE FIRST NATIONAL BANK,
United States Depository,
N. E. Corner First and Brown Sts.,
Napa, Cal.

Excellent Telephone Argument. From the Washington (D. C.) Post.

Telephone Sales

are constantly increasing.

C. & P. Toll Lines reach remote localities and offer an effective means of reducing selling cost by saving salesmen's time and railroad fares. Travel by Telephone.

THE C. & P. TELEPHONE CO.,
722 12th Street, N. W.
1407 R Street, N. W.
Washington, D. C.

GENUINE BANGOR SLATE CO.,
Makers of the Genuine Bangor Roof-
ing Slate and other Slate Products.
EASTON, Pa.

Editor Ready Made Department:

DEAR SIR—How's this for "prize pumpkins" at the freak fair?

Yours, with best wishes,

(Signed) C. R. LIPPMANN.

Of course, it is rank foolishness to give more than half of a small space to an irrelevant matter, simply to attract attention, as in the ad here reprinted, in the original of which the greater part of the space was occupied by an illustration of the American eagle. Still, some people cannot be made to believe that this is not the "real thing" in advertising—that advertising is not just a matter of attracting attention, which, as a matter of fact, is the smallest part of this great problem. The man who wants to buy lumber isn't worrying about the American eagle; he takes it for granted that that ancient and honorable bird is well able to take care of himself and all that he represents. What that man wants to know just at the moment is about lumber; he doesn't care to have the subjects mixed; when he wants to know about the "bird," he will consult the Washington dispatches in the news columns:

The American eagle is resting peacefully in his eyrie, but should someone arouse him to fury, he will render a good account of himself. We appreciate the blessing of peace, but at the same time we do not stand for being tampered with. If you possess an eagle eye for quality, you'll appreciate a chance to buy really high-grade lumber from us. At any rate, you should get quotations from us before placing your orders elsewhere.

EASTON LUMBER & COAL CO.,
18th and Wood Streets,
Telephone Connections.

BALTIMORE, Md.

Editor Ready Made Department:

DEAR SIR—Here's another "Gott im Himmel" advertisement, clipped from the *Baltimore News*. It occupied about 100 lines, single column.

I think their advertising is written by a reformed brewery-wagon driver, but I'm not sure. According to this one, a combination of abnormally-high-price-plus-Quality and Inferior Goods-plus-Low-Prices results in a "satisfactory purchase."

Great! If Himmel sells what he

advertises, most assuredly it is not the fault of the advertising man.

Yours very truly,

— PRENTICE.

Just "listen at it"—and you never would have believed it if you hadn't seen it in print. Great indeed are the powers and possibilities of printers' ink, and true it is that the pen is mightier than the sword.

The Seller With Abnormally High
Prices Harps On
QUALITY.

Inferior Goods are Disposed Of To
The Tune Of
LOW PRICES.

Only when both are combined does the result prove a satisfactory purchase.

To buy Himmel office furniture and fixtures never means anything but a satisfactory purchase.

There's a reason: You "Euy From the Makers."

M. L. HIMMEL & SON,

Expert Designers and Manufacturers
of Commercial Furniture and
Fixtures, Store and Café
Equipment,

113 N. Gay Street.

Factories: Frederick, Lexington and
Harrison Streets.

MILWAUKEE GAS LIGHT CO.,
182 Wisconsin Street,

MILWAUKEE.

Editor Ready Made Department:

DEAR SIR—I am sending to you under separate cover proofs of a series of gas range newspaper ads, which are being run in the Milwaukee papers.

What do you think of them?

Very truly yours,

MILWAUKEE GAS LIGHT CO.,

(Signed) Fenton P. Kelsey,

Advertising Manager.

I think they're all right. One of their principal merits is brevity, but their main strength lies in the pictures, which tell a story of comfort, convenience and economy even to those who are just "skimming" the ad columns of the newspapers; and with this style of display it is practically impossible to overlook them. I have seen gas range ads occupying twice as much space, which did not tell anything like so complete a story. Still I believe that a little retouching on the photos, bringing out more clearly the things on and in the gas range, would have materially increased the value of these ads.

From Honeymoon Time To Sunset Time

My Breads the Best

What Do I Save

The Neighbors Say

— "that's because my
— "and my Oven
— "I find Gas Chea
— "the Gas Co

On Ironing Day?

— no soot to soil my clothes.
— hot irons right away.
— lever turned; heat gone.
— and GAS is the CHEAPEST
of all FUELS.

The Gas Range Can't Like to Brag

GAS RANGES
\$15.00 and up
Guaranteed to do
perfect work
AT GAS OFFICE

Home is Happy Since

— it has cut out drudgery.
— it has cut out dirt.
— it has cut down fuel cost.

About my Pies But

Gas Ranges
\$5.00 AND UP
AT GAS OFFICE

I Get My Meals Quickly

"because I don't have to wait on Gas, and
GAS IS THE CHEAPEST OF ALL FUELS
GAS RANGES
\$15 and up
At the Gas Office

The maker we handle are pure, entered in do perfect work.

The maker we guarantee can also be obtained at all up-to-date hardware stores.

Thrift and Glad

Begin

Done



NEWSPAPERS AND PERIODICALS which expect to apply for the Star Guarantee of Rowell's American Newspaper Directory before the 1908 book goes to press may make application now—providing they have furnished the Directory publishers with a satisfactory report of copies printed, made out in detail for one year. Information regarding the method of procedure may be obtained by addressing

The Printers' Ink Publishing Co.
 10 SPRUCE STREET, NEW YORK